

ADAPTING A "MAIN STREET" CONCEPT TO A WEST AFRICAN CITY,  
The Social, Economic, and Cultural factors of Kpone, Ghana.

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## **ABSTRACT**

In the past decades there have continued to be population growth and urbanization in a small city like Kpone, in Accra, Ghana. Kpone's "Main Street," have deteriorated to a point that it immediately needed bottom up revitalization. Therefore in my opinion, the Commercial Store-Front typology, being part and parcel of "Main Street," will be of no hindrance to the cultural structure and values of the people of this small city, but rather reinforce the cultural structure and values, accelerate development and modernization, while merging the different cultural ideas of people from different backgrounds who are coming to populate the city. It will create prosperity, efficiency, and sustainability. This goal can be achieved very easily in my opinion, through educating the people as to the benefits of modernization and development, by holding Town-Hall meetings and seminars with the town folks and explaining the initiative. In addition, presenting a detailed plan to the mayor's office and council members will quickly alleviate the fear of a new initiative that may impact the community positively or negatively.

Under the aforementioned circumstances, I will use this project to demonstrate how a foreign idea can be imported and accepted by a people if done in the right way. The right way, in my view is allowing the project to be a community led planning in which professionals, developers, and the local community create a partnership to achieve these aims. Partnership and collaboration will bring trust and understanding. Under no circumstance will the Main Street revitalization be imposed on the people of Kpone, but rather they themselves will have the opportunity to choose or even design their type of "Main Street" comprising the commercial Store-front.

The stakeholders comprises the local community, tourism, private sector businesses, government, and nongovernmental organizations. The type and scale of development will depend on many factors unique to the area and the people. While very important in projects of this magnitude, I will not cover the funding and city Code aspects here in this project, albeit mention them briefly when necessary.

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# Chapter 1: Introduction

## 1.0. Introduction

The concept of urban planning is a fundamental issue in the management of city business, which is recognized as the central element of growth in any region worldwide. In many instances, city planning involves the management of different amenities that suits the needs of a population that inhabits a city. It also involves how buildings, services, transport systems, amenities and public spaces, are arranged and designed. However, there are fundamental challenges that face cities in different parts of the world particularly due to cultural and geographical disparities. The city planning departments must therefore consider special factors that promote or undermine the growth of a city, as well as the sustainability of excellence in their planning process.<sup>1</sup> Subsequently, this analysis promotes the development of effective city population management processes.

City management is an important concept across different jurisdictions. For example, it also involves the intricacies of connecting people and places, movement from rural to, and within urban areas of the city, as well as assessing nature and the established fabric of the city. However, different approaches are taken while integrating city development, among them the adoption of critical urban designs that enhances ways of life. This study conducts a comprehensive analysis through a case study approach to determine the principal considerations that would facilitate effective adaption of "Main Street" designs in the City of Kpone, Ghana.

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<sup>1</sup> Nana Ato Arthur, Stephen, and John Victor Mensah. "Urban management and heritage tourism for sustainable development: The case of Elmina cultural heritage and management programme in Ghana." *Management of Environmental Quality: An International Journal* 17, no. 3 (2006): 299-312.

In particular, traffic management is one of the biggest challenges facing modern city buildings and design departments globally. In essence, traffic entails challenges that are presumed to deter progressive development of a city due to the inconveniences that it creates. Many planners globally have sought mechanisms that would contain the problem of traffic through city road redesign, among other approaches. The design of city roads invokes development of new architectural designs that considers the social, cultural and physical environment through which the city development framework is based upon. This scenario is not an exemption to the city of Kpone where traffic management is a significant issue to enhance effective transportation throughout the city and its environment.<sup>2</sup> In essence, the development framework of the city of Kpone is particularly defined by its proximity to the capital city, Accra. The development of robust traffic management prospects act as one of the main pathway to the realization of a serene city that does not only increase convenience to the residents but also attracts tourists from local and foreign sources. The serenity of a city is a crucial element of consideration in the development of an effective business environment.

In addition, urban designs focus on the management of the population, which has a direct impact on the management of the available city resources. Many aspects influence city population globally. For instance, a majority of African states have poor resource distribution as well as a disparity in the supply of crucial products and services such as water, security and recreation services. This scenario has a “pumping” effect where individuals from upcountry maintain continuous migration from rural to urban

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<sup>2</sup> Kwakye, E. A., P. R. Fouracre, and D. Ofosu-Dorte. "Developing strategies to meet the transport needs of the urban poor in Ghana." *World transport policy and practice* 3 (1997): 8-14.

settings. This process creates a progressive increase in the city's population which results in shifting targets on the essentials that a population seeks to achieve in the long-run. The basic interests of a city contribute to the fundamental considerations when designing various project locations of a growing city. As a burgeoning African city, Kpone is also faced with this kind of challenge. The city planners are challenged with an ever-increasing population, which then piles pressure on the existing facilities besides overstretching both resources and the social amenities available in the city.

Urban design must consider not only the current population of a city but also form a future projection of the real scenario of the city's future. Population dynamics has both benefits and short-comings. These entail considerations of the city population both currently and in the long-term. The determination of this projected population review provides a platform for generating critical data that informs best choice of a city design that would enhance the capacity of city amenities in meeting the population's current and future demands.<sup>3</sup> However, in order to enhance the city planning process, it is important to focus on some of the elements that determine short-term and long-term demands of the population which are largely shaped by native cultures as well as the dynamics culminating from the metropolis nature of a city.<sup>4</sup>

In many instances, city life is characterized with different cultures related to the neighborhood as well as shared amenities such as water supply and health services. However, many urban dwellers comprise of conservative lifestyles, interactions between different individuals, which is highly defaced and subject to poor terms both in the short

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<sup>3</sup> Dempsey, Nicola. *Future forms and design for sustainable cities*. Routledge, 2005.

<sup>4</sup> Oosterlaken, I., 2009. Design for development: A capability approach. *Design issues*, 25(4), pp.91-102.

and long-run.<sup>5</sup> Such situations call for the development of a cohesive mentality not only among the city leadership but also of the city dwellers in a given populace.

Due to a series of factors that influence city life, urban designs play a significant role in promoting decency among city dwellers. High quality urban designs are very important in developing a great city. Ranging from large scale plans to the smallest building and site designs, urban designers, through several conduits including consultations always strive at each level of development to establish beautiful, safe, inclusive and vibrant cities for the population it serves. In some instances, the population may dictate the ideal objects for inclusion in the city designing profile, including but not limited to some important historical artifacts that are crucial to the city and the country at large. For instance, the principle underlying the Public Art Program in Toronto, Canada, is its presentation of public benefit for the enjoyment of the population and visitors across the city.<sup>6</sup>

As an emerging center of growth and a crucial area of development, Kpone shares various aspects in common with the capital city of Ghana, Accra, which is one of the fastest growing cities in Africa. With these advances while holding resource factors constant, the adaption of "Main Street" design in Kpone is deemed to spearhead robust economic growth based on orderly development in the city. Besides, this process may also ignite attraction of prospective investors which, in turn, will engage higher levels of attractive growth both presently and in the long-run. City planning also involves private

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<sup>5</sup> Van der Steen, Peter, and Carol Howe. "Managing water in the city of the future; strategic planning and science." *Reviews in Environmental Science and Biotechnology* 8, no. 2 (2's history 009): 115-120.

<sup>6</sup> Carmona, Matthew. *Public places, urban spaces: the dimensions of urban design*. Routledge, 2010.

and public arts that make buildings and other open spaces highly attractive and more interesting to the population in order to enhance the quality of public realms and life of the people. However, planning shapes the development of such art works besides manipulating their qualities with regard to visibility and accessibility to the public in the city vicinity. Similarly, city planning and designing also seek to determine the best in terms of contributions of public art on the public lands of the city.

Another crucial advance in city planning and the development process is the adaption of 'Main Street' Planning mechanism. This paper uses the term "Main Street" in a generic manner, indicating a significant, key and primary retail street of the small but growing city of Kpone. It is therefore Kpone's livewire, a place of rendezvous for retailers, the population, and the hub of business activity. While this choice could be quite ideal in many developed countries, it may pose significant challenges in the African or developing countries based cities due to challenges of resource allocation formulae, space notwithstanding. Some of the elements that constitute the benefits of Main Street in well-established cities is the development of attractive and efficient downtown cores. Besides, these plans constitute policies that are central to the facilitation of development of properties along extensions of light rails to mixed-use and trans-oriented pattern of development.<sup>7</sup> Subsequently, this development process would effectively result in the achievement of high energy efficiency and enhanced sustainability of the city's amenities such as street lights and water lines, courtesy of esteemed designs.

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<sup>7</sup> Kwakye, E. A., P. R. Fouracre, and D. Ofosu-Dorte. "Developing strategies to meet the transport needs of the urban poor in Ghana." *World transport policy and practice* 3 (1997): 8-14.

Besides, Main Street Plan is also associated with consolidating the needs of the city population and the adjacent population including health, welfare and safety. These benefits in particular are geared towards enhancing the social status of the neighborhood, which is critical in promoting sustainable development of the city through minimal disturbances. Besides, it creates a platform for enhancing social lifestyles beyond the current level and achieves a transition into new development. This works to stimulate economic development within the context of historic preservation, while using a comprehensive approach to the city's revitalization and therefore fosters the realization of good neighborhood in the future. Other benefits may also entail the identification of capital improvement demands within the area of focus in order to provide the requisite infrastructure to achieve the set out development plans. New cities have been the center of focus in recent decades as a fundamental pillar Africa's future urban development.<sup>8</sup> However, the basic framework of these developments is based on the viability and the perceived benefits of the adopted plans in enhancing city lifestyle for both natives and visitors.

### **1.1. Background; African Cities' Planning**

In 2012, there was a group of African mayors and top leaders who congregated in Lagos, Nigeria with a theme to deliberate on the African urban transformation. This meeting was particularly undertaken by individuals and parties involved in designing, planning, managing and financing of Africa's most innovative cities. The key note speakers at this meeting were world-class authorities responsible for urban planning, housing, infrastructure, energy and architecture. From the outcome of this venture, it

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<sup>8</sup> Wheeler, Stephen M., and Timothy Beatley. *Sustainable Urban Development Reader*. Routledge, 2014.

become very essential to adopt an innovative city planning and design mechanism such as the Main Street design prescribed for the City of Kpone.

In the final meeting, some observers subscribed to the idea that there was no need to meet and deliberate on the obvious results where developers develop autonomous urban projects around pre-existing mega cities. For instance, from the perspective of regional city development, there were case examples of the Eko Atlantic based on the Victoria Island model of Lagos city to the most treasured Tatu city on the outskirts of Nairobi City in Kenya. There has been a growing number of new cities at a significantly steady pace, emanating from attempts to replicate one of the renowned designs set up in Johannesburg, South Africa about two and a half decades ago.

In this regard, while Kpone is located in Ghana and credited to be one of the perceived hubs of city growth, Ghana has ventured into this new rush for development of cities. The Kpone-Appolonia and King City are just two of the recent robust urban developments in the country. The individuals purporting to support the city development refer to the two championed cities as ‘Africa’s cities of the Future’. In essence, the new cities of Kpone-Appolonia and King City mark an establishment of a novel milestone in urban planning in Ghana, Africa. The Renaissance Group, which encompasses Moscow-based investors and credited with the Kpone City Project also purchased an extension of 1000 hectares of land adjacent to Takoradi as well as an additional 800 hectares between Appolonia and Oyibi towns, the larger Accra city region.<sup>9</sup>

In the development of these projects, there was involvement of numerous individuals comprising of professional designers who factored in different elements in the

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<sup>9</sup> Pieterse, Edgar A. *City futures: Confronting the crisis of urban development*. Zed Books, 2008.

determination of the choice of designs and other approaches in order to expand the city's scope as far as the supply of social amenities is concerned. Some of the professionals involved included land surveyors, environmentalists, cultural specialists and engineers among others. A significant amount of time was also spent in analysis in order to gather the requisite information pertaining to different planning areas and surrounding regions. The entire information gathered was manipulated to inform the best designs of the city.<sup>10</sup> In order to enhance city design development, designers ensured that the city's ecology, geography and culture were factored into the production of suitable and mixed-use categories of towns.

As it pertains to enhance city planning and design mechanism, city residents and the society at large must consider the philosophical and psychological impacts of city designs and its influence on the people's way of lives.<sup>11</sup> The choice of a given urban design must be based on needs and effect on the community both in the short and long terms. The consideration given to the city architecture may, however be framed with moderation from the international acclaimed standards based on foreseeable benefits. For instance, the climatic impact of city architecture is very essential as it does not only influence the city population in particular but also the neighborhoods in general. City pollution is a product of different architectural designs while robust flow of traffic influences the comfort of individuals due to insurgence of bad air transfusion in the city space and its surroundings. Eventually, this notion may adversely influence the philosophical and psychological attributes of a city.

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<sup>10</sup> Kwakye, E. A., P. R. Fouracre, and D. Ofosu-Dorte. "Developing strategies to meet the transport needs of the urban poor in Ghana." *World transport policy and practice* 3 (1997): 8-14.

<sup>11</sup> Botton, Alain de. *The Architecture of Happiness*. New York: Pantheon, 2006.



Despite understanding the important elements associated with the development of cities, there are certain critical considerations in the prospects of considering a holistic lifestyle within a world-class modern city. City development is also intended to create sustainable neighborhoods that are not only attractive but also safe and convenient to live in.<sup>12</sup> The development of African cities has been precipitated by different changes in the urban setups as well as the influence of globalization which has led to changes in architectural designs. African cities have realized rapid population growth which has largely overtaken good planning, engineering services and land use management manipulated by this ever-swelling population.

There has been a clear demand for high quality city management aimed at providing free movement within cities and their suburbs. One of the main approaches that city management experts in Ghana have subscribed to is the adoption of satellite cities in order to relieve the prevailing congestion in major cities like Accra.<sup>13</sup> This process is mainly achieved through development of multi-nodal cities in which all movements are focused on different urban node. From the latter advances, traffic movements in the city are redirected. Besides, there are additional benefits achieved from this development including engineering services that can be easily installed within the city. Additionally, the process also encompasses achievement of high quality development within a planned environment. Nevertheless, these satellite cities are required to be established in integrated environments that does not only provide residential capacities but also

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<sup>12</sup> Cozens, P. M. (2002). Sustainable urban development and crime prevention through environmental design for the British city. Towards an effective urban environmentalism for the 21st century. *Cities*, 19(2), 129-137.

<sup>13</sup> Moughtin, Cliff. *Urban design: street and square*. Routledge, 2003. Oteng-Ababio, Martin. "Neglected vulnerabilities in a rapidly urbanizing city: reflections on earthquake risks in Accra." *Journal of Housing and the Built Environment* 27, no. 2 (2012): 187-205.

employs residents, offer social, educational, business and recreational services. In essence, the development of housing of the so-called satellite locations is at times credited with worsening the city residential situation since more people are forced to drive longer distances to the central economic zone. This situation is the glaring reality at Kpone.

While city development in Ghana is geared towards easing business operations in the capital, new advances are developed alongside the provisions of the Ghana National Urban Policy's methodology of stimulating decentralized development across major urban centers towards relieving the city against congestion in the long run as a result of swelling population. Although these advances have been undertaken, a significant mechanism for resolving congestion is yet to be accomplished fully. In previous decades, there have been numerous foreign investors in Ghana intending to exploit clear opportunities in the gold mining sectors (among other resources) that the country boasts about. City environment has been the prime destination of these investors before advancing to the physical mining sectors.

With regard to the current economic health of Ghana, there has been rapid urbanization coupled with high growth of the middle class, an aspect that has further stimulated an interesting arena for both property and land developments. Inadequate supply and scale of demand are essential to the success to be achieved for the Kpone project among other city development mechanisms. The development of modern cities is anchored in pure determination, courage as well as adventure. According to the head of the African real estate development at the Renaissance Group, Arnold Meyer, the

development of modern cities in Africa is not a preserve of few exceptional characters of foreign entities but can be done courtesy of the native initiative and zeal to grow.<sup>14</sup>

The development of Kpone City among other modern cities, has been credited with creating a multi-billion projection and business hubs for their countries. Among the main features characterizing the cities upon completion include shops, offices, residential houses as well as parks that will further stimulate native economies. In this regard, Ghana is bound to reap immensely from the project although there is a major demand for enhanced outcomes of the projects, with determination of innovative projects that constitute city planning such as the Main Street projection.<sup>15</sup>

After completion, Kpone City is expected to contribute to the biggest share of the anticipated 100,000 new residents spread across approximately 50,000 housing units. In particular, Kpone anticipates tapping into 60,000 visitors and residents who will contribute immensely to the regional commercial and industrial advancements via enhanced tourism activities with robust recreational and social facilities. New settlements in the city will be based on a concept of work-live-play. In effect, this process culminates into the achievement of mixed land use in order to cater for the needs of all residents and visiting parties. Besides, the development will also promote public transportation and non-motorized forms in the intra-urban movements. In the face of city planning and advancements in Africa, professionals also provide that city development mechanisms should be geared towards realizing new standards of African Urban Planning.

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<sup>14</sup> Arnold Meyer. "The "right to the city" in urban social movements." *Cities for people, not for profit: Critical urban theory and the right to the city* (2012): 63-85. Princeton University Press, 2008.

<sup>15</sup> Shane, David Grahame. *Recombinant urbanism: conceptual modeling in architecture, urban design, and city theory*. Academy Press, 2005.

The development of Kpone City is mainly linked to international best practices in developing new settlements. Nevertheless, the execution of principles underlying the development of African cities has, however lacked principal standards of execution. The developments have been based on social-cultural attributes of cities regarding their native country's cultural framework and economic aspirations. Lack of principal standards therefore create the necessity for enhanced service delivery in executing core functions of a city. New developments such as the Kpone city, however posit a clear show of possibilities of achieving effective and sustainable urban development across different urban cities in the long-run.<sup>16</sup>

The study of the city of Accra presents numerous options that are regarded essential to the realization of immense development opportunities as well as other correlations with the soundest outcomes. The resolution of the Kpone city expansion challenges involves a community-based micro-improvement process that facilitates generation of economic interests as well as stakeholders relative to the development of small cities as alternative investment and residential hub of Accra. This study also provides a critical analysis of factors subject to undertaking the essential development of Kpone amidst challenges of diverse and increased population. The development of a robust framework that generates critical insights to enhanced city planning is an ideal path for Kpone (and other cities) seeking to resolve the urban congestion challenge. Besides, this process also sets precedence to the enhanced operational framework of the city through adoption of Main Street urban design framework which is a novel idea in the

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<sup>16</sup> Williams, Katie, Michael Jenks, and Elizabeth Burton. *Achieving sustainable urban form*. Taylor & Francis, 2000.

context of Ghanaian cities and the African continent's cities at large. However, the endorsement of such a design is pivotal in enhancing the overall city life in general.

City or urban development has been subject to multiple challenges in the modern world. The problem has, however, been compounded in developing economies due to increased social-economic challenges derailing expansion prospects. Although city developers have a clear vision of what they intend to realize in developing a city design framework, the sustainability and efficiency of such developments may not be feasible in the near future due to the non-availability of resources. Local authorities are required to ensure that the quality attributed to other surrounding development is also ascribed to the standards of the current project framework.<sup>17</sup>

However, there has been prevailing criticism that, despite investing heavily in the development of cities, mid-term period sees the transformation of cities into 'ghettos for rich residents alone'. With this perception in mind, one of the elements that have been factored in the development of Kpone is ensuring that all income groups are given a fair share of the city amenities including housing units that fit into their needs. The development and layouts for both rich and less rich settlement areas seek to accommodate the informal and other emerging economic prospects thus, an allowance of diverse styles. Subsequently, this scenario presents an essential component of progressive growth of the city in the long-run as far as economic activities are concerned.

The ideal African city is anticipated to arise from the combination of sets of improvements realized from past malpractices, which have been identified as potential sources of failure of many urban developments. In the Kpone city, subscribers to its ideal

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<sup>17</sup> Larice, Michael, and Elizabeth Macdonald, eds. *The urban design reader*. Routledge, 2013.

claim that it will be one of the places where individuals optimally experience environmental, social and economic benefits offered by any high-profile urban environment. Individuals, within the context of urban environment are both social and economic beings while the African city must support and inculcate the two prospects of human lives if it has to excel. With increased globalization where people from different geographical regions worldwide live and work in the same locale, consume similar foods and use similar technologies, the need for a harmonized lifestyles is a major consideration.<sup>18</sup> In this regard, the development of the Kpone city has many factors in consideration that will tap into a common urban environment that will diverse the population while at the same time offering a lucrative opportunity to decongest the city. In essence, the development of Kpone City is anchored on multiple sets of challenges that have continued to be experienced not only in Accra but also in other African cities in general. The need to contain swelling population and the resultant congestion is therefore highly warranted.

Urban planning is one of the fundamental elements in global city planning prospects. In essence, many countries have been experiencing significant challenges in the management of their cities' population size, particularly due to an ever-rising population that has had a far-reaching effect on constrained resources. Kpone City development is one of the main approaches that have been taken to avert city challenges in Africa and Ghana in particular. However, city planning is not the main challenge affecting many state urban segments.

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<sup>18</sup> Kwakye, E. A., P. R. Fouracre, and D. Ofosu-Dorte. "Developing strategies to meet the transport needs of the urban poor in Ghana." *World transport policy and practice* 3 (1997): 8-14.

On the contrary, the extent of the success of urban development has been the main challenge coupled with the development of controls of the city's amenities. The reduction of city problems is therefore anchored in effective planning and development of important infrastructure that promotes the sustainability of the city's population. This study acknowledges different threats in the development of Kpone City including the choice of best city designs. In particular, the adaption of 'Main Street' in the Kpone City forms the main area of focus in the realization of a fully-fledged city in the long-run that will facilitate the development of an attractive Kpone City in Ghana.

The development of cities in Africa and Ghana in particular, is an important milestone in economic development. However, such development in Africa is coupled with a significant amount of challenges such as the planning and designing of the city's amenities and other infrastructural objects. Different interests of city dwellers and other parties pertinent to the region also influence the choice of various subjects. In this regard, this study will provide a critical analysis based on case studies that will inform the adaption of 'Main Street' City planning and design mechanism in Kpone City. The analysis, based on case studies, will attempt to provide the foundation for the establishment of a development path that the city can take in realizing the status of a modern African city with little or no congestion in the capital.

## **1.2. Research Questions:**

- i). What are the case examples of successful Main Street Urban designs in the global context?
- ii). What is the effect of Commercial Store-Front typology in developing Main Street design in Kpone city?
- iii). What viable mechanism can be used to manage population growth in cities and urban centers in Africa?
- iv). What is the response of Kpone city residents and other stakeholders to Main Street city development framework?

## **1.3. Project Scope and Limitation**

This study project constitutes a wide range of qualitative and quantitative analysis of cases of cities that have adopted Main Street Urban design in the world. The study will generate critical insights that will enable the development of an informed decision to boost economic performance and people's lives in general. However, due to limitation of resources, this study will consider country-based analysis of the adoption of Main Street designs that has seen significant success in the long-run. Due to limited supply of resources for research and development, this study will evaluate documentaries of Main Street, based on credible sources such as city councils and municipalities from different parts of the world. Besides, this study will also focus on some of the critical scenarios or cases where Main Street urban designs has met huge resistance or extreme failure.



#### 1.4. Goals

The undertaking of this study happens against the backdrop of many initiatives aimed at enhancing the capacity of Kpone City to contain its population as well as increase the satisfaction that residents and visitors gain from it, besides enhancing its role as a major city owing to its proximity to the capital, Accra. In this regard, this study provides essential information that promotes development of a long-standing mechanism of urban life management through a little-known approach called 'Main Street' design. This study will provide essential benchmarking information that will support the choice of this approach to city management, planning and overall design and which will enhance its roles as a residential, commercial and industrial hub of Ghana.

Although there is a group of people who believe influencing or changing the culture of indigenous people is unethical, and that the culture of indigenous people should remain the same. Jim Butcher debunks this idea in his book, *The Moralization of Tourism*, by saying "culture becomes [...] and preserved for the sensibilities of the tourist, rather than being made and remade in the context of social change."<sup>19</sup> He went on further to say that, the indigenous culture's way of life is not a choice to shun consumerism but the product of the reality of surviving in a poorer country.<sup>20</sup> The people of Kpone I believe are willing and will accept the improvement that will come their way through the adoption of "Main Street." Also, cultures are not static, but they change all the time, and Kpone will not be different. In short, some of the objectives are as follows:

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<sup>19</sup> Jim Butcher, *The Moralisation of Tourism Sun, Sand and Saving the World?* (London, England: Routledge, 2003), 93.

<sup>20</sup> *Ibid.*, 94

- i). To identify some of the benchmarks of a Main Street Urban design in order to inform its viability in Kpone City.
- ii). To determine the impact of the Commercial Store-Front typology in Main Street development in Kpone City.
- iii). To determine challenges posed by fast-growing populations in African cities and Ghana in particular.
- iv). To evaluate the possible rate of acceptance of Main Street concept as a foreign ideal in developing the City of Kpone.

## Chapter 2: Literature Review

### 2.0. Background to Urban Design

Urban design is the art of designing regions for people. It is considered one of the fundamental elements of urban planning especially for compact and highly dynamic cities in the world. Urban design is concerned with the visual impact of the building masses, places and connections with individuals as well as the urban amenities within the public realm; this includes the process of enhancing an entire townscape.<sup>21</sup>

The prospects of urban design entail a framework for physical and spatial organization and components of contracted forms as well as their three main dimensional relationships in the surrounding spaces for the realization of an aesthetic and other social-cultural attributes. The direction that urban design takes is therefore mainly influenced by the social-economic and cultural aspects of the residents. As a result, it is very important for individuals and stakeholders to understand the framework underpinning the development of an urban design from the perspective of the social-economic aspects that surrounds the city development.

The city's spatial structure demonstrates the relationships and discipline between land uses and the physical elements within the city. Such a structure is established in the space of urban set up as well as from the product of forces leveraging the city in general for a period of time. Nevertheless, various experts focus on the issue of urban development differently. For instance, Christopher Alexander posits that in general, the

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<sup>21</sup> Burton, Elizabeth, Mike Jenks, and Katie Williams, eds. *The compact city: a sustainable urban form?* Routledge, 2003.

construction of cities may be divided into both core and non-core divisions.<sup>22</sup> As a result, this core and non-core division forms a major part of the vertebral column of a city and also constitutes the foundation of the city stability, identity, progress and meaning attached to it. This implies that the core structure attached to a city development prospect is related to transferring "the message of the city" to the citizens as well as non-residents.

Other sections of the city that comprises the non-core parts are perceived to be the areas dedicated for demonstrating freedom, diversity and change. In some instances, such non-core parts also demonstrate authority. In this context, considering urban natural elements and the artificial surroundings reserved for humans, individuals can be potentially capable of connecting with the city structure which is a major trait of the respective urban forms. The main structure underlying a city also entails elements that are essential pillars of communication; for example, public buildings, open spaces and others that constitute a full-fledged city and which, moreover, forms an interconnected network of residents. Many studies have focused on new ideals that have been devised in global architectural segments that continue to face significant success or failure across different global cities.

## **2.1. Environmental Aesthetics in Urban Design**

From a theoretical perspective regarding aesthetic theories, there are three distinct groups which entail pre-modern, modern and post-modern categories. The pre-modern category dates back before renaissance, which is a period when art work served religion's purposes. Such art was purported to be traditional art. In this context there was less

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<sup>22</sup> Alexander, Christopher. *The nature of order: the process of creating life*. Taylor & Francis, 2002.

creativity and innovation that characterized their development and planning process. Although times have passed and many changes have occurred in the architectural world, many aspects remain critical to these changes including the advances in the mechanical world that has facilitated locomotion across the cities and beyond. In the latter period, artists were also limited in their imagination and could not exclusively express their imaginations, where the natural beauty is a characteristic prior to the artistic deliberations and creative beauty.

The adoption of new ideas in the development of a city is critical to both current and future generations. The impacts of new developments can be manipulated by increased demands, which are focused on the long-term benefits to the residents and non-residents, based on practical benchmarks of the practices. In essence, the adaption of the 'Main Street' framework of city designs is critical in enhancing the performance of a city development prospects like Kpone. However, the adoption of the program can be successful based on the community's reception. If the community is well informed regarding the internationally acclaimed benefits of the Main Streets the execution of new Main Street-type designs is easily achievable. For instance, the organization of a downtown shopping complex will be considered ideal for an enhanced comfort of shoppers in their daily or frequent shopping experiences.<sup>23</sup>

In the modern era of aesthetics where "plain geometric forms" features prominently, older traditions have been expelled and every aspect of urban design is subject to potential renewal. The renewing begins with the development of new territories

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<sup>23</sup>Lopilato, Louis. *Main Street: Some lessons in Revitalization*. Lanham, MD: University Press of America, 2003.

for the human species. The human thinking in the modern category is also characterized with self-centered approaches, objective and rational thinking, individual intuition, as well as emotionalism. These attributes are products of creativity and innovations which culminate in attaching values to the integrity and independence of work. Within the context of modern aesthetics, Frank Lloyd Wright and Le Corbusier are the most renowned contemporary architects. In this domain, beauty is regarded as a proportional demonstration of color, forms and lines. The proportion regarded in this case is honest and forms a display of eternal designs.<sup>24</sup> In essence, these eternal designs constitute new ideals developed in cities like Montreal, Canada and Las Vegas, United States of America. Kpone can learn from these places in its' Main Street development.

On the other hand, the postmodern era focuses on plurality, by merging art with functionality. This denies credit to the independent nature of service delivery that takes an artistic issues including social-political status and finally injects the aesthetic values of art works through the design. The post-modern beauty is also a plural case of beauty which is effective both in terms of cultural taste and the divergent impression of good life that a city offers its residents and visitors. However, in the present where capitalism has prevailed in many regions worldwide with regard to the environment and human lives, aesthetic values are neglected due to certain reasons; for example, economic relationships as well as the existence of a benefit-seeking attitude to the natural and artificial environments of the people. In essence, the environmental aesthetic is also a conceptual framework that should not be merely limited to ethics, places, and spiritual inclinations but executed through social, political and economic perspectives.

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<sup>24</sup> Le Corbusier. *Towards a New Architecture*. New York: Praeger publishers, 1970.

Environmental ethics also entail multi-sense and widespread engagements between individuals and the environment, which is critical in city designs. Within the context of environmental aesthetic (a sublime perception reaching a peak), the experiences of beauty may be strong, comprising of invaluable mental stimulations. Within this context, beauty may be considered a usual and routine pleasure for humans, surrounded by the highest levels of environments and characterized by complexity, integrity, and mystery. Inferring to Whitehead's aesthetic theory, it is stated that diversity of forms alongside quality of comparative magnification and intensity that does not require different qualities are capable of generating strong environment.<sup>25</sup>

In environmental aesthetic, qualities of complexity, mystery and integrity are combined to provide a specific implication of beauty and sublime human environment. With regard to this framework, it has been projected that there is a strong connection between place, architecture and cultural aspects that it subscribes to. Besides, it is also believed that the experiences of a given region are the experiences of the actual meanings of a place as well as the experience pertaining to the beauty of an environment as an appreciation of the actual meaning position. Space and time are also envisioned as the basis for understanding an environment. As a result, all the latter elements are credited with enhancing the beauty of a region and therefore shape the manifestation of the best-placed procedures of city designs.

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<sup>25</sup> Kwakye, E. A., P. R. Fouracre, and D. Ofosu-Dorte. "Developing strategies to meet the transport needs of the urban poor in Ghana." *World transport policy and practice* 3 (1997): 8-14.

In the context of normal theory regarding a good form of city, the inadequacy of different aspects such as harmony, diversity, and present orders within an object or landscape are essential components that should be inculcated in developing a city framework as far as the local population is concerned. In order to design a ‘good city’ therefore, one must begin by considering the cognitive images and priorities of the city residents in order to manifest the individuals and place at large. This perspective of envisioning the designing of a city is fundamental to the development of an effective city framework. Collective memories and other semantic measures useful in the achievement of pleasure and conceptualizing the beauty of the environment are very essential in the long-run as far as city development is concerned.<sup>26</sup> From the perspective of environmental aesthetic, the urban space is also beautiful in the adoption of aesthetic criteria involved in the construction which implies that urban designing refer to the actual creation of a magnificent urban space.

#### **2.1.1. Explanation of Environmental Aesthetics Factors in Urban Design**

As mentioned earlier, the consideration of environmental aesthetic entails the explanation of underlying factors as well as their utilization in the analysis of urban spaces within the urban designing process. Besides, environmental aesthetic elements are also subdivided into two categories: cognitive-semantic and visual-forms qualities. The visual-forms elements entail the contextual environment such as subjective landscape and forms of the city. On the other hand, the conceptual-cognitive factors include the cognitive attributes of behavioral and social environment such as the mental and image

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<sup>26</sup> Nasar, Jack L. *The evaluative image of the city*. Thousand Oaks, CA: Sage Publications, 1998.



landscapes of a city. A majority of urban design experts also explain the qualities of an effective urban design via an ordinary approach that focus on leading environmental aesthetic factors towards a consideration of urban design.<sup>27</sup> Besides, it has also been realized that the environmental aesthetic factors have also played a pivotal role in the establishment of an effective competitive city structure. In addition, the presence of different patterns of urban structures belonging to different civilizations, shows that the majority of different forms of cities in the world have certain things in common, which demonstrates the existence of a common principle underlying their designs and developments into a major city.<sup>28</sup>

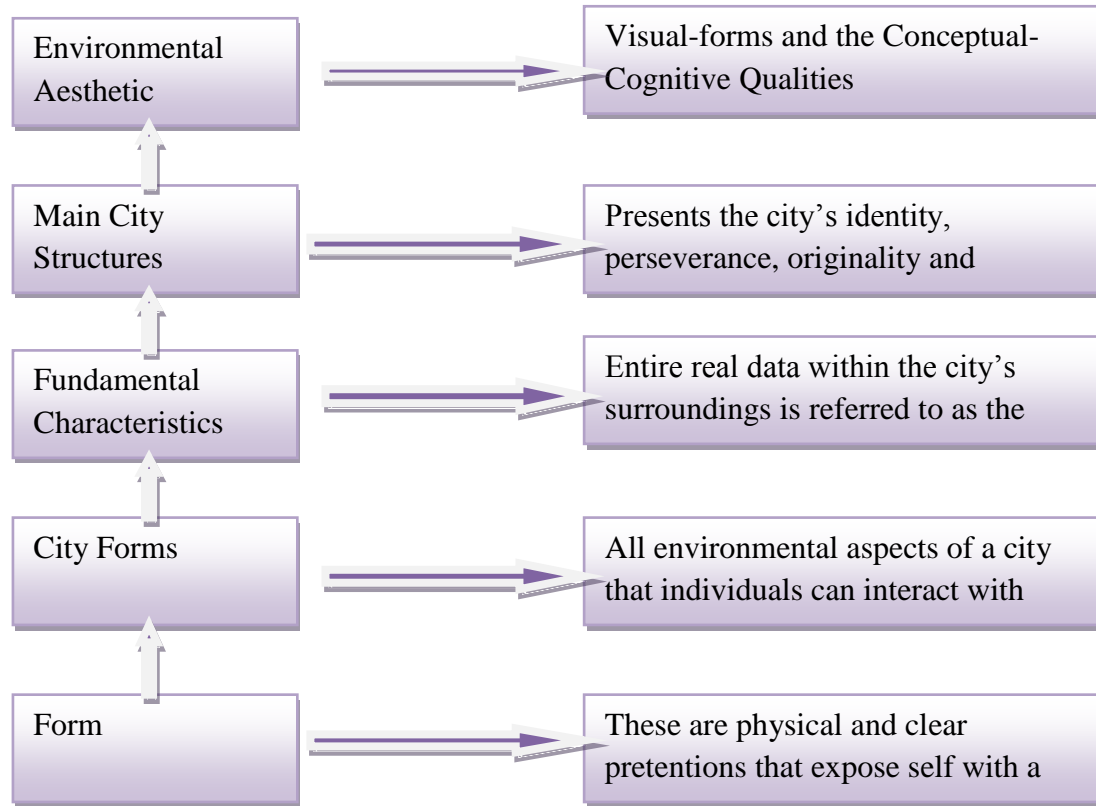
Many experts however, posit that the survival of such cities are pegged on environmental aesthetic factors such as the cognitive-conceptual and visual-form elements involved in the urban designs as well as on the organization of the cities on the global space. The diagram below demonstrates development of a city involving city forms, main structures and the environmental aesthetic factors.

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<sup>27</sup> Kwakye, E. A., P. R. Fouracre, and D. Ofosu-Dorte. "Developing strategies to meet the transport needs of the urban poor in Ghana." *World transport policy and practice* 3 (1997): 8-14.

<sup>28</sup> Overå, Ragnhild. "Networks, distance, and trust: Telecommunications development and changing trading practices in Ghana." *World Development* 34, no. 7 (2006): 1301-1315.

**Table 1.** Summarizes the contextual perspective of a city’s development as far as the correlation of different values of the population is concerned. Author’s own.



## 2.2. Livability of a City

Livability is a very important attribute of any city. Livability, in this paper refers to the quality of life and the characteristics that makes a city livable. It forms the basis upon which the different elements of a city are related to its residents, whether they are permanent or visiting individuals. Livability of a city entails a wide range of attributes

which constitute the best elements that promote individual lifestyles in a city.<sup>29</sup> In particular, livability of a city is defined by various aspects such as: equity, participation, and accessibility which generate credibility in the concept of livability. The quality of lives experienced by individuals within a city is linked to their capacities to access different infrastructural aspects of the city, such as the communication networks, transportation, sanitation, and water among others. Similarly, other elements that constitute or are associated with a livable city are: affordable housing, meaningful employment opportunities, food, clean air space, parks, and open spaces among others.

In the contemporary review of global architecture, it is important to consider the global perspectives, namely: The East, West and African Architecture among other domains. However, the development of architectural designs in Africa has been largely skewed to the West. One of the main causes of this scenario is the limited amount of research focusing on Eastern and Far-Asian architecture, which in turn has derailed a comparative adoption of, and moderation between eastern and western architectures. However, no form of architecture is superior to the other though the distinction in appearances often dictate the choice of one as opposed to the other.<sup>30</sup> In this regard, if future research in the Western world focus immensely on Eastern architecture, it may result in critical change in city and building designs.

In particular, equity is often defined by the potential of access to infrastructural layouts and social amenities of a city by its population. Livability of any city is also

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<sup>29</sup> Kwakye, E. A., P. R. Fouracre, and D. Ofosu-Dorte. "Developing strategies to meet the transport needs of the urban poor in Ghana." *World transport policy and practice* 3 (1997): 8-14.

<sup>30</sup> Sarvimaki, Marja. *Arriere-garde of de-colonization: Critical regionalist research on an Asia-Pacific Architecture*. Detroit, MI: 20-24 April 2011.

determined by other elements such as the ability by its citizenry to partake in the decision-making platform regarding matters affecting the development of the city, in order to meet mutual needs. Livability can therefore be considered as the quality of life that city residents and visitors have access to, both in the short and long-terms. In this regard, sustainability within the city layout entails the ability of a city to sustain the high quality of life that it offers its residents, besides a better standard of living. These attributes are perceived as potentially capable of enhancing the social-economic and environmental welfare of the contemporary and future city residents. After all, every city wants to be considered the “most livable” as this can lead to the creation of new businesses, provide opportunities for investments, boost local and even surrounding economies, including, real estate markets, while fostering an enviable community involvement and pride.

In other scenarios, livability in a city also entails an urban system which results in an enhanced social, physical and mental welfare of all inhabitants. This includes the desirable and delightful urban spaces offering, for example, sacred and cultural enrichments. The main principle that generates huge returns to these aspects of equity, accessibility and empowerment also subscribes to the development of an efficient city layout, based on a credible city design. Any livable city potentially offers its individuals a healthy life in which includes, but is not limited to ease of commuting or movement whether by bicycle, foot, automobile, or other forms of public transportation. A livable city is thus one that accommodates all people regardless of their interests, ethnic, social and cultural origins. In many instances, a livable city provides a link between the past and the future with a significant connection to its history or its origin. In this regard, any

livable city is associated with the potential to contain the past through the protection of important historical artifacts (e.g., statutes) while maintaining considerable measures in order to restrain wastage of natural resources for both present and future prosperity.<sup>31</sup> This implies that any livable city also provides a sustainable lifestyle for its residents and non-residents.

Any architectural work must be able to deliver a better environment for the population in consideration. In order to develop a modern city based on best architectural practices, the designers must consider the current fate of all the city residents in order to ensure the prospects of an enhanced city life. As such, the architectural work must be anchored in the development of a solid framework upon which the society is grounded upon. In other words, the region's culture is intertwined with the region's environment. Consequently, in the process of establishing specific designs, the environment upon which the specific designs are established must be given a central priority.<sup>32</sup>

As the preceding shows, a livable city must be able to sustain the need of its current population as well as future generations without compromising the ability of the future residents to satisfy their natural needs. In this case, both physical and social elements of a livable city must collaborate in order to improve returns from the community and its individuals. This is associated with the presence of common spaces that are centers of social lives and a focus for the entire community. These common

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<sup>31</sup> Kwakye, E. A., P. R. Fouracre, and D. Ofosu-Dorte. "Developing strategies to meet the transport needs of the urban poor in Ghana." *World transport policy and practice* 3 (1997): 8-14.

<sup>32</sup> Rapoport, Amos. *Culture, Architecture, and Design*. Chicago, Illinois: Locke Science, 2005.

spaces must be established as a progressive network, stretching from the central region to the outskirts where pedestrians and bicycle paths contributes to the general framework of the entire social and community life in general.

A city's design must also be framed within specific planning and design guidelines that are required to enhance the lives of the population. In particular, the availability of immense supplies of water, liquid money and a waste disposal mechanism is very important to promote progressive growth in the urban development as far as mutual existence is concerned. Further, the development process must have a principal focus on the realization of a distinct metropolitan area, which is an ideal process for enhancing operational-based attributes of a city. Most particularly, such a city must be established and accorded all the potential needed to perform its core functions in the long-run. This process must not be merely limited to the establishment of the physical structures but should also encompass the social-economic and administrative relationships between different individuals in the society.<sup>33</sup>

Based on what have been discussed so far, the prospects of livability are based on livelihood and ecological sustainability. Livelihood entails a concept where jobs are available for the population with the potential to provide workers with decent housing under the auspices of wages compatible to their rents and access to effective services that enhance healthy habitats. It also involves an ensemble of initiatives and activities, capabilities, the wherewithal as well as the resources needed to organize, maintain and sustain a living. Thus the livelihood aspect of a city must be sustainable as well.

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<sup>33</sup>Paumier, Cycil B. *Creating a Vibrant City Center: Urban Design and Regeneration*. Washington, D.C.: Urban Land Institute, 2004.

However, where the quest for housing and employment continuously and irreversibly damage the city's surroundings due to unchecked desires, then, the livelihood challenge is not fully resolved. On the other hand, ecological damage as opposed to sustainability buys out livelihoods at the expense of individuals' quality of life where the citizens are forced into trading green spaces and clean air content for their wages.<sup>34</sup> In this regard, any livable city must consider both elements of livelihood and ecological sustainability: simultaneously providing the requisite livelihood for its citizens while being affluent in approaches that preserves the quality of life of the environment.

Despite increased demands for livable cities, there has been an increased realization of challenges that influence city designs for livable cities. The designing and execution of livable cities are two distinct aspects that are largely contested in the sense that several challenges are attributable to their execution. In particular, the diversity of a city's population often cause significant threats to the execution of the modern designs developed alongside international standards. In this sense, city designers and developers should consult widely and develop a civic exchange with city residents in order to create a strong awareness of adopting and executing a city model with the highest returns on investments as well as potential future benefits that the communities are likely to gain from the new models. The development of practical city designs is fundamental to the growth of effective urban settings with a central focus on the communal benefits in the long-run. For instance, the considerations of the environmental impact of a city's

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<sup>34</sup>Chea, Ashford C. "Factors that influence the survival of women-owned small business start-ups in the city of Tema, Ghana." Retrieved on 2<sup>th</sup> October, 2016 from: [https://www.researchgate.net/publication/42385840\\_Factors\\_That\\_Influence\\_the\\_Survival\\_of\\_Women-Owned\\_Small\\_Business\\_Start-Ups\\_in\\_the\\_City\\_of\\_Tema\\_Ghana](https://www.researchgate.net/publication/42385840_Factors_That_Influence_the_Survival_of_Women-Owned_Small_Business_Start-Ups_in_the_City_of_Tema_Ghana)

development are one of the approaches for which the adoption of green buildings and efficient waste management processes, including recycling, is centered.<sup>35</sup> Kpone can benefit from the "livability of a City" concept if the idea is implemented in the design of Main Street.

### 2.3. Principles of a Livable City

As stated above a livable city is one that provides a wide range of benefits to its residents, an aspect that promotes the lifestyles of the individual residents and visitors at large: The following are the basic principles of a livable city:

**Table 2. Basic principles of a livable city. Author's own.**

	Principles	Narration
1).	United	City residents must engage each other effectively on matters pertaining to their wellbeing
2).	Dialogue	The public realm provides numerous activities, festivals and celebrations that tap into the input of all inhabitants or events that create opportunities for the residents in general without subjecting some individuals to a preferential treatment at the expense of others.
3).	Social learning and Socialization	A livable city must provide a public realm as a platform for socialization and social learning which is essential to social growth of children and the society at large

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<sup>35</sup> Charlesworth, Ester R. and Adams, Rob J. The EcoEdge: Urgent Design Challenges in Building Sustainable cities. New York: Routledge, 2002.



4).	Supreme Functional Unit	A city must be able to meet different functions including social, cultural and economic functions. However, some modern cities have tended to specialize in one or two of the functions which is detrimental to the growth and sustainability of a city.
5).	Aesthetic Considerations	The city beauty and meanings of its physical environment must be prioritized. The social and physical surroundings reflect a common reality. City residents have a good social and civic life in a physically hospitable environment. Subsequently, the latter should constitute a livable city. <sup>36</sup>

### 2.3.1. Complete Communities

The access to basic social amenities in a city is central to the achievement of city livability. Different from the urban collapse that alienates housing from other major functions, the concept of complete communities mixes housing with diverse components such as public spaces, offices, parks, schools, police stations, entertainment hubs, etc., to ensure the completeness of the city. The potential of people to live a complete life devoid of long travel distances is pivotal to the establishment of a strong community branded with its own local character. Thus, in placing such amenities at close distances, streets often become one of the best social places, enabling easy and regular human interactions

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<sup>36</sup> Overå, Ragnhild. "Networks, distance, and trust: Telecommunications development and changing trading practices in Ghana." *World Development* 34, no. 7 (2006): 1301-1315.

besides the typical roles of the streets as a conduit for the movement of both people and commodities.

Through the construction of structures such as houses, the ground floors provide important spaces for interaction while the incorporation of private developments in other sections of the building ensures an effective view of the streets in terms of monitoring and encouraging the right social behaviors. The neighborhoods of these settlements comprise of decentralized units, which are pivotal to the weaving of individuals' lives together. When complete communities are livable, safe and healthy, they develop into a community of communities. Cities comprising decent human-scale architectures and easily accessible to public arrangements provide its residents with a sense of well-being and security, which is essential for enhanced inclusivity in the city's public utility delivery.

In essence, any city can define its aesthetics in a number of ways. For instance, through returning to its origins or through the preservation of its historical designs and buildings. Any city that lacks elaborate historical architecture is considered to lack memory. It is therefore very important that the development of new building structures and renovation works on existing structures may be stimulated between new and old frameworks in order to enhance adaptation to progressive evolution. In general, the evolution of buildings and city designs have undergone a fundamental transition, from one of the oldest design commonly referred to as "courtyard," to contemporary buildings and city designs.<sup>37</sup>

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<sup>37</sup> Edwards, Brain. Sibley, Magda. Hakim, Mohamad. Land, Peter. edit., Courtyard Housing. Past, Present and Future. New York: Taylor and Francis, 2006.

Complete communities are an essential pillar of development in both small and major cities. As research shows, such communities provide city residents with a sense of belonging. In addition, they provide the residents with the requisite amenities and services as these form one of the main local economies within the city. In these settings however, the neighborhoods are hardly static. In this regard, they are in constant exchange of new developments and redevelopments amidst changing demographics in the long-run. The establishment of complete communities in city settings is anchored in four main goals namely: community visioning, community involvement in development and smart planning, community projects, and community engagement. The concept of complete community therefore envisages the contextual framework of an inclusive network of urban residents that complement the roles of the local authority through public-private partnerships. Livable communities entice a complete community framework, which reinforces the ideals of development in the context of a sustainable urban setup.

### **2.3.2. Healthy City**

Healthy cities are an important attribute of the developments that are attributable to the growth of support factors such as economic support framework. The literature of healthy cities began as a reflection of the growing connectivity between health policies and urban centers. From this perspective, healthy cities differ between three levels of economic development as far as geographical locations are concerned. First, there are the

categories of urban health in developing countries, in developed countries and urban health cities in the less developed countries.<sup>38</sup>

Many contemporary governments and support agencies have been setting measures to integrate health and urban policies that stimulate the growth of cities in the long-run. In the past however, these measures were pursued from the perspective of individual entities, an aspect that has been faulted for retarded growth of the cities. Healthy cities are a manifestation of the move s towards a holistic approach with regard to the health policies within cities.

Some researchers whose works focus on the medical sector subscribe to the idea that a majority of development initiatives that individuals within the medical sector subscribe to are manifested within the doctrine beyond the medical sector. This implies that the development of healthy cities is embedded in advances beyond the medical sector, which include the integration of other sectors such as education and security. Policies that promote public participations in the enhancement of matters pertaining to healthy lives are essential in enhancing health of the city residents.

The demand for health and related services is a fundamental consideration for any city and its residents. In particular, different factors influence the level of excellence of a city as far as health projects are concerned. Healthy cities, as the term implies, is a contemporary concept and is linked to both public health and urban design. It refers the importance of human health and the attendant policies that enforce it. Healthy cities have existed for about a decade now. Originally, healthy cities (and villages) were initiated through pilot projects driven by the World Health Organization (WHO) in Europe in

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<sup>38</sup> Overå, Ragnhild. "Networks, distance, and trust: Telecommunications development and changing trading practices in Ghana." *World Development* 34, no. 7 (2006): 1301-1315.

1986. This WHO initiative is currently considered one of the long-term city projects. Since its inception, healthy city projects have developed into a complex international undertaking and includes the participation of more than 800 cities globally. The benefits attributable to the project supersede the challenges associated with its developments including logistical issues that have been crippling the establishment of this process. Healthy cities are associated with the benefits of promoting holistic perspectives in enhancing the health of a city within the environmental, physical, and social-economic welfare. According to WHO, healthy cities represent one of the biggest strategic vehicles in championing policies towards realizing universal health via local actions.<sup>39</sup>

WHO defines a healthy community as one that progressively develops public policies and establishes both physical and social environments that enables its citizens to unanimously support each other in executing its functions to achieve their maximum possible potential. In Canadian settings, the healthy community concepts were piloted by the Canadian Institute of Planners, Federation of Canadian Municipalities and the Public Health Association.<sup>40</sup> According to different observers, the joint development of healthy communities is central to the development of an effective social-economic zone.

For a long period of time, healthy communities have not been reflected or incorporated into main policy developments. The publication of the Bruntland report in 1987 by the United Nations Commission on Environment and Sustainable Development revealed a focus on the essence of developing strong linkages between healthy

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<sup>39</sup> Overå, Ragnhild. "Networks, distance, and trust: Telecommunications development and changing trading practices in Ghana." *World Development* 34, no. 7 (2006): 1301-1315.

<sup>40</sup> Nana Ato Arthur, Stephen, and John Victor Mensah. "Urban management and heritage tourism for sustainable development: The case of Elmina cultural heritage and management programme in Ghana." *Management of Environmental Quality: An International Journal* 17, no. 3 (2006): 299-312.

communities and their 'sustainable communities' counterparts. The development of healthy communities within cities has also seen a significant boost through international conferences. The drive for world cities and towns to be more healthy, safe and sustainable was also the focus during Habitat II of 1996, convened by the United Nations Conference on Human Settlements. In the healthy cities movements, health is described as a resource for communities and includes the lack of ill-health scenario, in medical terms, to encompass quality of life and individuals' general welfare.<sup>41</sup>

Against the latter approach, health is perceived as a multidisciplinary phenomenon which therefore necessitates anything that impinges on human beings. Healthy cities therefore focuses on social-environmental health determinants as well as the progress achieved in the inter-sectoral health interventions. The development of any city is therefore pegged on the ability of the stakeholders to enhance the health factor of residents and visitors alike in a holistic approach. The understanding of public health programs is critical to city residents in enhancing their ability to utilize their working capacity in the long-run.<sup>42</sup> Within the context of healthy cities, the development of health is placed as a central mechanism for the development of other urban policies.

A healthy city thus includes, among others, a strong focus on the participation and empowerment of individuals' autonomy and abilities to survive through healthy lifestyles which Kpone community can be part of. Such an approach to city development is perceived to yield significant benefits to the healthcare sector through provision of

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<sup>41</sup> Overå, Ragnhild. "Networks, distance, and trust: Telecommunications development and changing trading practices in Ghana." *World Development* 34, no. 7 (2006): 1301-1315.

<sup>42</sup> Nana Ato Arthur, Stephen, and John Victor Mensah. "Urban management and heritage tourism for sustainable development: The case of Elmina cultural heritage and management programme in Ghana." *Management of Environmental Quality: An International Journal* 17, no. 3 (2006): 299-312.

healthcare by professionals; their expertise and knowledge complements the community's knowledge. This ideal has been conceived by different health experts within the context of healthy cities. The appearance of healthy city movements also imply that special policies are less advocated for, recognizing the movement's emphasis on adding more local context and processes in certain activities.

### **2.3.3. The origins of the Healthy Cities Movement**

Healthy cities emanated from Toronto, Canada, but the concept has grown in magnitude in other cities in the world. Despite being a new concept, the reception of the healthy city on a global scale, including Kpone in particular as it develop Main Street and in Africa as a whole, has been very significant to dispel any doubt about its success in the modern world. In particular, it must be noted that the concept of "healthy city" was mainly driven by the increasing awareness on the abject need of, 'healthy public policy' relative to the adoption of a tendency of victims-blaming the lifestyle mechanisms of health promotion and the understanding of new risks associated with health as a result of the changing urban environments. These factors are not exclusive to Canadian and other global cities that have embraced the practice. Instead, it has been a global value that has extended beyond Canadian cities.<sup>43</sup> Subsequently, the factors precipitating the spread of values and attributes of city expansion mechanisms are also present in the case of Kpone, which will therefore promote the adaption of the new concept of Main Street in the city's development. Some of the factors that precipitate the adoption of the healthy cities design

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<sup>43</sup> Nana Ato Arthur, Stephen, and John Victor Mensah. "Urban management and heritage tourism for sustainable development: The case of Elmina cultural heritage and management programme in Ghana." *Management of Environmental Quality: An International Journal* 17, no. 3 (2006): 299-312.

are the existence of widespread violence and accidents that are not fully addressed by the current framework of city development.

WHO has been one of the organizations that have spearheaded the development of healthy cities. Health is one of the fundamental considerations of any society. Subsequently, the push factor in this case is a society propagated by organizations that represent its interests. In this regard, new ideals incorporated into enhancing a city's development prospects and which results into improvements of lives have some direct or indirect push factors that culminate in their integration. In essence, WHO has been playing a central role in facilitating and accelerating the agenda setting process while at the same time raising models of guidance that anchors growth of healthy cities, not only in Canada but also on a global scale. These advances have not only fueled the growth of healthy cities worldwide<sup>44</sup> but have, in addition, set up new ideas behind the development of novel public health movements as well as attempts to revitalize other public health advocacy in city development prospects globally. This is particularly based on the impact of the healthy city project initiated by the WHO.

Since the championing of the ideal of healthy city in Europe, the European Healthy Cities project has gained a significant milestone while WHO has been at the center of its excellence. Thus the development of the program in any European city is dedicated to a strict schedule in which different aspects of health development are founded on an independent phase with distinct attributes of social development.<sup>45</sup> The different phases associated with integrating healthy city concepts in both old and new

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<sup>44</sup> Madanipour, Ali, ed. *Whose public space?: International case studies in urban design and development*. Routledge, 2013.

<sup>45</sup> Overå, Ragnhild. "Networks, distance, and trust: Telecommunications development and changing trading practices in Ghana." *World Development* 34, no. 7 (2006): 1301-1315.



cities in Europe and other parts of the world forms an important element that demonstrates the possibility of the development of new ideas of mutual interest to city residents; further, its mutual developments are based on certain basic ideals that are mainly moderated by the location aspects of the city as far as culture and geography are concerned.

The concept of the ideal of a healthy city, is based on five main phases. The first phase of the development involves the establishment of new structures to act as change agents and the subsequent introduction of new mechanisms of working for the healthy cities. These mark the foundation for the development of new cities. The process, however, does not constitute the specific actions responsible for monitoring the projects. Instead, periodical conferences and themes provided by the authorities or the stakeholders responsible for the development include health inequalities and community participations in the health services within the city precincts. On the other hand, the second phase entails the development of more specific measures with a strong emphasis on local health policies which also entails integrated city health planning prospects.

WHO, perceived to be largely responsible for this venture has been one of the main units for propagating the concept of healthy cities across North America though a number of projects are also driven by private developers. Such cities and a wide range of others driven directly or indirectly by WHO, start to form alliances with other global-based cities. One of the distinct initiatives towards enhancing the development of healthy cities in the world was a special choice made by the WHO in 1991 when it isolated a few number of cities as the main examples of healthy cities initiatives; among them: Johannesburg, Sao Paolo and Accra, Ghana. This process was progressively compared

against the gains achieved in the development of the healthy city initiative and was followed by different but immense advances and successful adoption of the concept across many other cities where WHO did not have a direct participation. The spread and adoption of the healthy cities concept is a major indication of a serious but novel initiative which originated from foreign sources and dominated in another setting. This provides an essential benchmark for the possible adoption and excellence of 'Main Street' Concept in the City of Kpone, Ghana. By the year 2000, more than 1000 cities worldwide had been established on the framework of healthy cities.<sup>46</sup>

#### **2.3.4. Evaluation of the Healthy Cities Movement**

Many studies have been carried out both by the WHO and independent researchers. In particular, an evaluation of phase V (2009-2013) conducted by WHO, based on the European Healthy City Network has been focusing on the scales and magnitudes of the Healthy City Movements. According to the evaluation of the European Healthy Cities, some of the main supporting push factors that have been identified include enhanced political support, broad community controls, adequate supply of resources and effective leadership among others. Recent assessments also indicate that healthy cities have been responsible for enhanced health equity.

Although Healthy City Movements like WHO's have been considered to have positive implications on city designs and development, some health specialists are opposed to the perceived benefits attributed to the healthy cities despite their impact on the city's residents and visitors. For instance, some participants have asked that project evaluations be based on the actual effects on the health of the cities. In recent accounts,

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<sup>46</sup> Overå, Ragnhild. "Networks, distance, and trust: Telecommunications development and changing trading practices in Ghana." *World Development* 34, no. 7 (2006): 1301-1315.

the US Commission of Determinants on Health sought to press researchers into establishing some findings on how health equity impacts on the health of cities as a result of the established healthy cities initiatives. It is expected that these findings will help to fast-track evidence for the relevance and efficiency of local governments.

In this regard, pressure has placed on the entities responsible for the development of healthy cities to establish a mechanism demonstrating tangible evidence on the impact of the system on the health systems; further, on health inequality issues for it to show how it withstand the test of credibility, despite expressions made that healthy cities are irrelevant in spearheading health problems. Academic literature have been insightful while exposing some more theoretical and technical discussions surrounding the benefits attributable to the healthy cities as far as city designs and planning is concerned.<sup>47</sup>

In particular, some experts emphasize that for any project of this kind to excel, it must be based on the local context and prescribe some few specific actions as far as health is concerned. On the basis of its establishment, a clear focus must be drawn in order to promote possible and clear achievement of the set objectives in the long-term. Besides the political, social, economic, and cultural impact on the society within city settings, geographical differences, social-cultural and environmental variations are also a major consideration in the establishment of healthy cities. For instance, in the wake of enhanced healthy city development, one approach that has been proposed is the ‘utility-based’ mechanism of healthy cities which entails the consideration of the benefits that the intervention has overall on city residents like Kpone and the country at large.

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<sup>47</sup> Jacobs, Allan B. *Making city planning work*. American Planning Assn, 1978.

Healthy cities have arguably been considered the best-known and biggest of all setting approaches. The initiatives behind the establishment of healthy cities is the long-term international development mechanism aiming at placing health issue on the top of agendas and decision making platforms in order to enhance comprehensive regional strategies in health protection and a sustainable development. Some of the basic attributes of healthy cities intervention is empowerment, community participation, and equity among participants. These attributes highlight the need for a strong, social composition of a city manifested by good health. Healthy city initiatives therefore seek to achieve among other things: a health-supportive environment, ease of access to quality healthcare services, sanitation and hygiene as well as improved quality of lives. These elements, however, are constituted mainly on the basis of the values important to the local community. For instance, being a healthy city is dependent not only on the current health infrastructures but also on the commitments of the individuals to enhance the city's environment, including the willingness to make the best connections through political, social and economic arenas.

The evaluation of the healthy cities program has demonstrated their success in enhancing an understanding of the environmental and health relations and the establishment of inter-sectoral collaborations in enhancing sustainability of the program. The most excellent healthy cities program has certain distinct attributes that reflects upon every step of its growth. In particular, a healthy community must be established and driven through: clear vision, strong commitments to the community members, wide range of stakeholders from the local community and a mechanism of institutionalization of the program. Lack of permanency of such programs are among other outcome-related

elements that have been developed and have shown little commitment and stability from public stakeholders and local players.

A majority of studies have also established that many cities, particularly in the developing countries lack resources for developing an effective guide in order to facilitate project guidance through the development of an essential health profile and sufficient evaluation before actual commencement. While many national and regional networks subsist to promote the sharing of strategies, minor information has been published on the profiles of the particular country and the factual execution plans beyond the prospects of WHO. Lack of a wide network in the development and adoption of initiatives like healthy cities have failed in some cities while at the same time excelled in others due to the existence of a varying proportion of essential support factors including local participation.<sup>48</sup> This shows that the consideration of new ideals in a city's development demands a significant participation by the local population as far as project management and values are concerned. Besides, the outcomes of any new initiatives must be easily measurable and presentable for the purpose of providing evidence to local and international scenarios.

## **2.4. Designing a New City**

The concept of designing a new city is often a complex one due to the requirements that are needed in the process. When designing a new city, there must be design guidelines to help ensure continuing to build strong communities. Such guidelines will inform, besides the physical structure and layout of the future neighborhoods, the expected urban growth areas as well as the suburbs. Moreover, such guidelines, if

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<sup>48</sup> Overå, Ragnhild. "Networks, distance, and trust: Telecommunications development and changing trading practices in Ghana." *World Development* 34, no. 7 (2006): 1301-1315.

developed and maintained will be used by developers, planning consultants, citizens, the City itself and its elected leadership (e.g., City Council) and others involved in the preparation, review and approval of the new city. One of the fundamental problems in building a new city is the existence of arrogant architects, bureaucratic impedimenta, and overbearing leaders who lock up the process of decision making. However, despite these impediments, research has shown a number of elements that are fundamental to the development of any city in the world. In particular, the presence of a constant water supply is fundamental. For instance, history credits the failure to kick off a good water supply system immediately following the completion of the city of Fatehpur Sikri by Mughal Emperor Akbar; this led to its failure. The issue of the lack of a good water supply is perhaps one of the constantly ignored elements in the history of city development which has also proven to be an essential component of city development mechanisms.

Another critical element is the availability of investment. In particular, the existence of liquid money supply is fundamental to the running of a city. The establishment of heavy capital structures is important but should not drain off the liquid cash of a new city. The organization and design of a city's infrastructure must accommodate structures and facilities that can be supported by the prevailing economic climate and subject to possible progressive expansion. There are numerous sources which indicate that the money in circulation within the context of a city precinct should be considered.

Another critical area of consideration is the ability of the city to create job opportunities. In order to achieve economic sustainability, any city needs new jobs that

should, simultaneously, rise progressively and in alignment with the projected population growth. For instance, Cairo, the capital of Egypt has a better opportunity for success due to its development based on its ability to host a wide range of government offices that will definitely create a pool of work placement for the population and provide a capacity for job creation through stimulation of the private sectors and direct public initiatives. In many other instances, evidence has pointed at successful cities as a product of prior planning.<sup>49</sup>

Most planned cities in the world emerged to be the capitals of their respective countries. Examples include: Abuja, Canberra, Brasilia and New Delhi. Despite the challenges facing planned cities, their potential to generate employment opportunities and play economic roles as national administrative hubs has boosted their positions in their respective economies besides promoting their sustainability in the long-run. Another critical attribute of successful cities is the inclusion of locals in virtually all planning, execution and development of the city. The inclusion of local participants in city development is fundamental to the development of strong cities and maximizes support from, contribution and involvement of the locals. The support offered by locals is essential for sustained growth since locals are deemed loyal to their city and therefore determined to manipulate both resources and goodwill in tapping into the potential of their city to grow hence achieving sustainability. This is a very good approach that the City of Kpone and their development of Main Street can tap into.

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<sup>49</sup> Nana Ato Arthur, Stephen, and John Victor Mensah. "Urban management and heritage tourism for sustainable development: The case of Elmina cultural heritage and management programme in Ghana." *Management of Environmental Quality: An International Journal* 17, no. 3 (2006): 299-312.

## 2.5. City/Nation Branding

Nation branding is one of the most important aspects of national identity according to the contemporary development literature. In order to develop competitive national markets, many countries have invested extremely huge capital into establishing concrete brands. The idea of city branding possesses the power of either implicit or explicit geographical indication, supplementing potential appeal of a city's product or services. This aspect is created in order to establish an enviable price premium on commodities besides stimulating customers' loyalty towards the product or services.

City branding as a concept rests on observations that it leverages more than a city's exported products making a major difference in the perception of a city. The essential quality, reliability, and performance elements are basically, the main factors constituting of costs of modern market places.<sup>50</sup> Hence, branding has grown to become very essential factors in trade. Whether tangible or intangible, the role of intellectual capital is paramount in adding value to the product without subject to attractive and distinctive brand.<sup>51</sup> In the context of individual companies, most current companies have been able to increase and sustain their employees, customer loyalty, and overall business processes through the development of strong brands which both customers and employees identify with.

This principle of individual companies also applies to countries and raises the question, "How do cities/nations successfully build a name for themselves and make a lasting impact on the public's perceptions?" Without a consolidated and powerful positive

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<sup>50</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave Macmillan, 2011.

<sup>51</sup> Arnold Meyer. *The spaces of the modern city: Imaginaries, politics, and everyday life*. Princeton University Press, 2008.



reputation commonly referred to as the 'nation-brand', no city can effectively compete for consumers and investors, nor, gain respect from other countries globally. Subsequently, city branding leverages every aspect pertaining to international engagement hence playing a critical role in the social, economic and political progress of the city. Resulting from clear leadership in a country's central government, all the stakeholders share a unique vision of the identity of a city therefore achieving certain extent of harmonization in their activities and communications. This creates a huge opportunity for such a city's image, demonstrating a fair and positive present reality. In essence, the international audience is also challenged to a higher probability of forming a coherent and positive view of the city in case most of the information they receive from the city are widely aligned.<sup>52</sup>

City brand is also perceived as an important summation of the intangible competitive asset of a city. The city's vision, genius or citizens and its position in the market place are also defined by effective endorsement of a city or nation brand. There are certain factors that when aligned to a prospective strategy provides a sustainable competitive advantage with a solid capacity to charge a consistent premium and the consent of customers to, not only innovate but also extend the series of products on offer. Many states often attach market capitalization values to their brands which is often bigger than the tangible assets. There are numerous reasons that have been suggested as to why the intangible assets of poorer counties have been unable to work well for those nations, in particular, spearheading economic growth and prosperity. However, brand theory

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<sup>52</sup> Nana Ato Arthur, Stephen, and John Victor Mensah. "Urban management and heritage tourism for sustainable development: The case of Elmina cultural heritage and management programme in Ghana." *Management of Environmental Quality: An International Journal* 17, no. 3 (2006): 299-312.

indicates a major reason behind this scenario, citing, for example, inadequacy or a complete lack of strong strategic deployment of resources productively and in a harmonized manner.<sup>53</sup> These aspects create an inter-state disparity due to the differentiated strategy of undertaking international business processes.

City branding has been recognized as a major aspect that can promote economic progress of a state. In many instances, countries have developed very ideal strategies towards luring the international community for investment in foreign states. This aspect has led to increased Foreign Direct Investment particularly in developing countries that have opened up for foreign investments. In this regard, City Branding has been established on the basis of proactive foreign policy development that has seen the growth in investments from international perspectives.<sup>54</sup> In return, this has promoted the local economies of the destination countries through improved employment levels and other economic activities that have promoted the overall well-being of the economies of the communities' involved.

From an international perspective, Japan is ranked sixth best performing country in nation branding as of 2015. Indeed, Japan has been making tremendous efforts to boost its economy though its reputation globally has been on the rise for quite a long time and continues to perform well in the international image perspectives. There are different analyses that have been made to establish the global ranking of the countries. These analyses use different but correlated elements to define interstate score on nation branding. With the Anholt-GfK Nations Brand Index<sup>SM</sup>, Japan is ranked sixth.<sup>55</sup>

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<sup>53</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave Macmillan, 2011.

<sup>54</sup> Ibid

<sup>55</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave Macmillan, 2011.

Future Brand research revealed a situation where respondents ranked a city high, based on a perception of the brand. Regarding such ranking, the positive respondents ranking the city also express a high likelihood that they visited the referenced city and further, do business with it as opposed to other countries on the list. This implies that people have strong perceptions across six dimensions associated with status as well as experience. Subsequently, and in reference to the six dimensions, they perceive a city equally strong by virtue of aspects associated with quality of life, business, and values similar to their perception and attitude towards culture, history, and tourism among other aspects.

According to the modest research findings, a strong nation or city brand creates a measurable competitive advantage through increased visitation, investments and advocacy, besides having increased consumer preference for both products and services. This therefore means that it is preferential to manage a city identity as well as reputation as a corporate or a consumer brand.<sup>56</sup> This boosts the capacity of the individual city to attract high level of visitation through an elaborate scheme of international relations.

In this regard, Japan is credited with overtaking Switzerland by a clear cross-cutting element of ‘uniqueness’. A majority of the judges also cite the city’s prominence and association with the modest technology, education, art, health, as well as heritage and culture as sources critical to a nation’s brand. Japan presents the case of a city that has been advancing steadily over time to surpass the rest of the world via robotic engineering and technologies. Thus, the city is associated with high expertise in technology, automotive and consumer electronics, among others. This also led to the identification of

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<sup>56</sup> Ibid

innovations and technological segments, which are considered as the areas in the city that has exhibited the most rigorous expansion, thus spearheading the growth of other sectors.<sup>57</sup>

Prior to July 9<sup>th</sup> 2006, there was a characteristic show of the advanced global image growth of Germany. This was a celebration that was carried out for Brand Germany which is credited with overwhelming success with the latest brand index ranking; it placed the country in the second position of the “admired city” brand, a significant rise from its previous seventh position. Hosting the World Cup event of 2006, Germany is credited with transforming the city brand from the past image of fun-loving, and creative modern city. Previously, Germany had been perceived as an effective state but cold and unfriendly to people, activities, and social-cultural aspects.

This World Cup event achieved more than any politician in the country had ever achieved by imbuing the city with senses of common destiny and pride. For instance, it was historical when the British Times of London, on the final day of the World Cup pronounced in its headline, ‘Never mind the Finals, the true Winners are Germany!’ This was a clear indication of the extent to which brand Germany had grown within the period referenced. Hardly two years prior to the World Cup, the country exhibited a different face from the previously known one which, had been plagued with self-doubts, even with its own president claiming it was on the verge of draining into a ‘collective depression’. This expression gradually disappeared, and to date, this position has not surfaced.

In return, German had approximately 5 million visitors with a relative brand audience of about 750 million people which is remarkable in terms of the rebranding

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<sup>57</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave macmillan, 2011.

mechanism for the nation. Before the tournament, German print media were also filled with doubts about the possibility of the national team winning, considering the possibility of Neo-Nazi demonstration. Over the four weeks period, the World Cup reported virtually no crime or violence thus a sense of comfort and safety for the visitors and the nation at large prevailed. Through the nationwide and the global reporting of the World Cup, this experience was extended to global spectators and the local precincts with the message of an ideal hosting of fan festivals.<sup>58</sup> In fact, the fan festival was one of the mechanisms that further skewed the attention to the German brand where fans could also follow matches from gigantic screens. This World Cup event was critical in boosting the German brand image which, in turn, lured the attention of important business partners and investors into the city.

In fact, a change in the city's fans' identity also changed dramatically with about forty percent of the overall attendants of the fan festival comprising of women from different countries. Subsequently, the new Bundesliga event in Germany is credited with a spillover effect. Although about two years ago, the same events witnessed only about twenty-three percent of visitors comprising of females with the number rising to a third, drawn from different parts of the world. Nation branding, just like personal branding, is mainly dependent on the self-image of the main characters, in which case, the citizens often act as the main characters. The hosting of World Cup games, for instance, was an opportunity for the city to showcase its unknown strength and therefore boost its position as far as international perception is concerned.

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<sup>58</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave Macmillan, 2011.

Another example of effective nation branding is South Korea. Both the president of the Republic of France and his South Korean colleague have been working on a joint mission to establish the image of their nation's brand as well as the challenge related to its maintenance. With the contemporary influence of globalization, nation branding is very important than ever before. Indeed, an increasing number of governments, trying to manipulate the potential of commercial branding approaches towards enhancing their city's image has increased considerably. In February 2014, the French President, Francois Hollande made a strategic move towards enhancing the image of his city by setting up a Strategic Attractiveness Council for spearheading the city's branding prospects.

Prior to this development, the South Korean Government, in 2009, had established a presidential council for city branding aimed at boosting the city's exports, promote tourism and inward investment, among other benefits. A critical exchange between the two nations was the targeting of 2015 and 2016 as very crucial years for understanding one another and mutually promoting their respective images. At the individual companies' level of these two nations, brand image is defined through established marketing strategies while at the nation level the nation's image is mainly expected to be forged through a period of time. As stated elsewhere, nation branding is a definition that is derived from history, culture and the economy of a city among other variables. This starts by working on reality, not image and also focusing on the regeneration, the investment, the transformation. When and only when change is visible, then the "branding" can begin.

For instance, the long history of France has been critical in shaping up her image of elegance and quality on which it now boasts. Both the art and industry sectors are

highly related. Another example can be found in the enlightenment age that led to the industrial revolution and as well, the recent information era that led to the development of digital collections through an open system. This focused on virtually all fields making some of the unique exposition of historical advancement that defines the individual state's image and overall brand. The level of experience that is gathered across different times, combined with open creativity perspectives paved the way for France to establish pioneer technologies that include the France high-speed train and the Supersonic Concorde aircraft, among others. More recently, the city has been associated with more successes arising from the bionic medical research to the digital entertainment scenes encompassing artists who have spearheaded strong revolution across ages.<sup>59</sup> This is often referred to as the, 'French Touch'.

Research indicates that the opposing traditions in place of modernity are principally irrelevant in the process of developing a nation identity. With regard to South Korea, it is credited with implementing a strong and quick modernization from 1970s an aspect that marked the emergence and subsequent revolutionizing of the infrastructure as well as the urban situation of the city. Nevertheless, South Korea is currently capable of revisiting and learning from its immense history as well as its rich culture.<sup>60</sup> In order to establish and retain their reputation, the two countries' governments must identify with the importance of dedicated policy towards fostering their respective nation brand's image which may be done through supporting the education sector while boosting individual awareness.

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<sup>59</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave Macmillan, 2011.

<sup>60</sup> Frey, Hildebrand. *Designing the city: towards a more sustainable urban form*. Taylor & Francis, 2003.

Although South Korea is credited with a rich culture and history, it started rising in the global arena segment around the year 2000 when the city joined the group of developed countries. Since then, the city has strengthened its image by presenting itself as a dynamic, innovative and equally successful nation. Indeed, South Korea had understood the essence of soft power while the popular nature of “K-pop” (i.e., a genre of South Korean pop music) assisted its reputation to grow even more worldwide. A majority of the South Korean companies are therefore currently surfing the K-pop wave.<sup>61</sup> Beyond this perspective of K-pop that triggered global sensation of the city, the culture of Korea is also diverse and has been credited with numerous awards such as the Kim Ki-duk’s film *Pieta* that won a 2013 Golden Lion Award. To this end, South Korea depend on its tradition based on technological integration and modernity values to grow and extend its nation brand compared to France that depends on its timeless values.

In the domain of brands and images, Russia has also risen from the previous twenty-fifth position ranking to twenty-two, thus overtaking some of its rivals namely, Singapore, China, and Argentina while Ukraine has moved from forty-eight to forty-six, overtaking both Kenya and Qatar. This advancement in Russia’s performance was a product of the gradual decline in the Ukraine-Russian conflicts, coupled with a significant improvement in Russia’s performance when measuring the governance attributes of both states.<sup>62</sup> The traits of indigenous people from Singapore, China and Argentina or other countries are diverse. In this regard, this informs the reason behind the diverse design ideas that indigenous people have on the society. The focus and utilization of economic resources and capital across different geographical precincts is also diverse.

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<sup>61</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave Macmillan, 2011.

<sup>62</sup> Ibid.



In essence, it is often shaped by the individual attributes of social developments. The manipulation of the available resources in the country or a city region is one of the crucial determinants of the excellence of the community within the prospects of that city. However, the indigenous belief systems of city residents define the choice of behaviors and activities to which individuals put their resources into. The identification and development of a resource based framework of a city design could result into significant deterrence on new or imported ideas in the city's design development due to varying sets of economic resources from different regions of the world.<sup>63</sup>

The practitioners or city designers often encounter significant challenges when attempting to brand a city due to the existence of a complex structure of the nation brands. Nation brands are eminently complex in nature compared with either product or corporate brands although they may share certain similarities. For example, when we express a preference for holidays in France, a preference for German cars or Ghana's crafts or Italian opera, when we instinctively trust the policies of the Swiss government, comment on Turkey's ambitions, the bluntness of the Americans vis-à-vis the courtesy of Canadians, when we avoid investing in South Africa but not in Switzerland, prevent African immigrant from entering Europe yet favor Turkey's entry into Europe or admire the heritage of Japan but not that of India, we are effectively responding to brands, images, or brand images in exactly the same way as when we go grocery shopping or hunting for clothing or automobiles. However, nation brands could be very beneficial to

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<sup>63</sup> Taylor, John S. *Common Sense Architecture*. New York: W.W. Norton and Company, 1983.

any city globally in many aspects while also creating emotional benefits.<sup>64</sup> As have been stated in this paper, nation branding is very complex, vague and diverse due to the existence of multiple stakeholders and other externalities which are firmly uncontrollable but influence the city's image. Product brands, hold very simple and clear intentions.

Nation brand seeks to promote the reputation of a city, which is similar to the purpose of a corporate image that seeks to enhance and develop effective relationship with stakeholders. On the contrary, however, the main objective of a product brand is often focused on boosting the respective product sales. This may, however, be incorporated into the nation brand perspective as well. Nation brand may vary from economic to political and social-cultural perspectives as opposed to both product and corporate brands, which are virtually anchored on the economic dimensions and subsumed by the nation brand. Besides, the audience of Nation Branding may be international and highly diverse.<sup>65</sup> Nation brands are far bigger than city brands which, in turn, are far bigger than corporate brands like Nike, Adidas, Nestlé and more. They are the brands of nations.

As opposed to a product of corporate brands, a nation's brand is owned by multiple stakes including all the citizens of a city. This, however poses another form of complexity in nation branding in terms of determining the coordination of the ultimate nation brand. In essence, a nation's brand does not belong to the branding managers but to the citizens at large. Without strong leadership, research indicates that no campaign for

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<sup>64</sup> Nana Ato Arthur, Stephen, and John Victor Mensah. "Urban management and heritage tourism for sustainable development: The case of Elmina cultural heritage and management programme in Ghana." *Management of Environmental Quality: An International Journal* 17, no. 3 (2006): 299-312.

<sup>65</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave Macmillan, 2011.

nation branding can succeed. This approach that perceives all the stakeholders as potential owners of the nation's brand is often embraced by many, contrary to the approach that ascribes brand ownership to a particular group of individuals or a corporation which is directly involved in the development of the brand.<sup>66</sup> A nation's brand is developed through multiple processes among them, the development of the cities which, for the international community, are the main image points of the country.

## **2.6. Social, Economic, Political and Gender Factors: Ghana**

Ghana comprises of several ethnic groups. After its successful disengagement from British rule and declaring independence, the country has made significant progress including the establishment of English as the official Language. Nevertheless, inter-ethnic group conflicts in its North, coupled with cultural clashes have remained a major challenge. The country has had a significant period of political instability and regional strife although recent observations show the country experiencing some internal sense of calmness.<sup>67</sup>

Due to political and regional instability, the country has failed significantly to account for its natural resources, where massive corruption has left the majority of citizens in dire poverty as well as a grossly poor infrastructure. This has left international investors skeptical of establishing businesses in the country; rather, the focus has been on other favored sectors and businesses like agriculture and food production since these areas in the country where human need and very low productivity is clearly manifested.

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<sup>66</sup> Dinnie, Keith. *City branding: theory and cases*. Palgrave Macmillan, 2011.

<sup>67</sup> Chea, Ashford C. "Factors that influence the survival of women-owned small business start-ups in the city of Tema, Ghana." Retrieved on 2<sup>th</sup> October, 2016 from: [https://www.researchgate.net/publication/42385840\\_Factors\\_That\\_Influence\\_the\\_Survival\\_of\\_Women-Owned\\_Small\\_Business\\_Start-Ups\\_in\\_the\\_City\\_of\\_Tema\\_Ghana](https://www.researchgate.net/publication/42385840_Factors_That_Influence_the_Survival_of_Women-Owned_Small_Business_Start-Ups_in_the_City_of_Tema_Ghana)

In this regard, a poor political system has resulted in poor investments and immensely lower investment in agriculture while capitalizing on the newly found and extremely capital intensive petroleum industry.<sup>68</sup>

The City of Kpone, Ghana is a country rich in different cultures and traditions. Despite the fact that Ghana had been under British colonial rule for about a century, it has also been characterized by high degree of retention of a distinct identity hence becoming exceedingly distinguishable from other states in the entire continent. With an insight to the country's current environment and climatic conditions, analyzing and interpreting it's cultural dimensions is therefore central to understanding the real effect of the strong cultures of the country on business performance, particularly ones with international fame<sup>69</sup> The main cultural dimensions of Ghana include politics, religion and education; these have had a significant influence on business's performance.

Ghana is considered to have one of the best higher education system in Africa, together with its Nigerian counterpart. However, the demands for such education supersede the available facilities with about 50 percent of the population located in the rural areas with little to no education. This aspect results in a very low use and manipulation of available technologies. The family set up consists of about eight children per household, a majority of whom are incapable of accessing institutions of learning and therefore unable to take the available medium to high technical jobs.<sup>70</sup> This demonstrates

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<sup>68</sup> Ibid

<sup>69</sup> Ibid

<sup>70</sup> Chea, Ashford C. "Factors that influence the survival of women-owned small business start-ups in the city of Tema, Ghana." Retrieved on 2<sup>th</sup> October, 2016 from: [https://www.researchgate.net/publication/42385840\\_Factors\\_That\\_Influence\\_the\\_Survival\\_of\\_Women-Owned\\_Small\\_Business\\_Start-Ups\\_in\\_the\\_City\\_of\\_Tema\\_Ghana](https://www.researchgate.net/publication/42385840_Factors_That_Influence_the_Survival_of_Women-Owned_Small_Business_Start-Ups_in_the_City_of_Tema_Ghana)

the low technological adoption in the country in terms of its population although the urban set ups constitute relatively high technological usages.

Economically, the country is heavily endowed with investments made in the oil industry and mining operations. Besides, the country has been seeking additional growth aimed at rebooting its failing economy. For instance, its production of crude oil accounted for more than eighty percent of its exports and seventy percent of the total revenue collected by the government in 2002. This positioned the country sixth in oil reserve on the continent. While there is heavy investment in petroleum, the country has apparently neglected the agricultural sector and needs of its economy.<sup>71</sup> With significantly low investment in agriculture and food production sector in general, the country has a high demand for agricultural supplies particularly on food items that characterize a significant proportion of its foreign dependency.<sup>72</sup> The understanding of the cultural dynamics, politics and religious is critical to business establishment and enhancement in the region as these factors act as social indicators of the business performance determinants.

Of importance, with respect to brands and products is the fact that consumers, no matter their stripe or origin, whether local or foreign, have difficulty associating Ghana with anything they might actually want to buy: interestingly, oil, arts and crafts, textiles, for example, are the only or main categories which they willingly, immediately and spontaneously link to Ghana. Obviously, this situation spells the difficulties for any

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<sup>71</sup> Ibid

<sup>72</sup> Nana Ato Arthur, Stephen, and John Victor Mensah. "Urban management and heritage tourism for sustainable development: The case of Elmina cultural heritage and management programme in Ghana." *Management of Environmental Quality: An International Journal* 17, no. 3 (2006): 299-312.

Ghanaian industry in other product or service areas which might be planning to launch explicitly Ghanaian products in overseas markets; for example, the music, fashion, or film industry.

Indeed, the country has relatively few educational opportunities and apparently missing Human Rights and Welfare initiatives, thus, leaving the rural population virtually forgotten. This aspect of the country's educational system influences both the political and economic establishment of the country with a majority of the citizens in rural areas less concerned with the politics of the country, which then leads to low development and which can be traced to a "nobility-peasant" political system.<sup>73</sup> The above factors influence the choice the Ghanaian people make as far as their choices in life is concerned. In order to develop new ideas in the country and the development of a Main Street design in Kpone, the social, economic and political factors analyzed above must be central to this projection.

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<sup>73</sup> Ibid

## **Chapter 3: Methodology**

### **3.0. Introduction**

This section of the study is very critical in the establishment of an ideal position as far as the development of a Main Street city design. In particular, the study will provide a layout for the advanced consideration of city developments including population distribution across every street. This section will analyze various case studies involving city or urban development alongside various economic activities such as trade and tourism. Consideration will include African-based cities like the Mauritius' city of Port Louis, among others, that was a major source of tourism enhancement in the country. Tourism, as was referenced earlier, is one of the main categories that have been associated with enhanced city designs, both in developing and developed economies.

The investigation will be principally based on the following: empirical listings of Main Street, an urban development amidst growth and demand for exclusive service delivery charters; explore some of the logistical issues including the roles of local governments and the local communities that form the batch of city residents and visitors as far as their supreme roles in city development is concerned; focus on the data listing regarding the populations of the Ghanaian cities (among other critical traits that necessitate planning and designs that would take advantage of effective development framework); explore the main attributes of the city's design in enhancing innovation for city residents in terms of resolving protracted challenges within the framework of city environments; finally and in general, explore the city's design and development from a

global perspective. This will be done in order to create a wide range of understanding of city designs, which are central to enhanced service delivery by the city's authorities. .

The significance of this study and this section, in particular, will be buttressed by a review of the impacts of certain economic activities and their effect on city development either as a passive or an active force. With regard to passive force, this specific economic activity is perceived to precede city development while active force entails the effect of an economic activity in commencing city advancement prospects. These analyses, as an important platform, implies acquiring critical insights to city development as far as resource allocation and management of city population is concerned. In particular, the considerations of city lives alongside structural adjustments of the city designs is critical to manipulating tourism due to the physical appearances and social candidness that enhance the development of a framework that constitutes best practices in the long-run. The case studies includes the highly developed 'Main Street ' initiative of the Oakley City in California and Virginia's expansive Main Street program which has been associated with robust returns to the state cities in general as far as population and economic management is concerned.

The analysis of the cases will be pegged on the establishment of the architectural aspects of the city designs as well as the perceptions of the residents towards Main Street and related projects in the Ghanaian precincts and beyond. The analysis of new and critical projects from foreign sources established in a country or city is critical to informing the best values, elements and features to consider prior to undertaking of Main Street development in the Kpone City. In this regard, the success or otherwise of the new project ideas developed in other regions worldwide and the input by the residents of the



city of Kpone will form a benchmark for developing a unique framework upon which city lifestyle will be established.

### **3.1. Research Philosophy**

The nature of case study analysis in Main Street study attracts phenomenological paradigm in order to generate qualitative data concerning the basic ideals that people consider in adopting and integrating new city development options like Main Street designs. Besides, the diverse expectations of the city's residents is also a major consideration in introducing and developing new ideas in the city precincts. The expectations of the city residents and visitors involved will not be adopted in quantitative measurements of the customers' preferences regarding the various aspects of city life including the social-economic impacts of the new designs. However, it is presumed that the validity of the paradigm study tend to decline relative to phenomenological paradigm since the positivistic paradigm aims at generating precise measurements and potential for repeated evaluation of the global cities. Against the back drop of this analysis, this study will conduct a critical review of different city development.

The phenomenological perspective is an ideal process of understanding not only the social aspects of residents that define their choice of city fundamentals. In essence, the choice of city preferences as will be deduced from the analysis is subject to social, cultural and economic preferences as well as the influence of globalization which has tend to generate a cross-cutting influence on the global behaviors across diverse communities. In this regard the adoption of modern city designs prospects has been moderated by globalization which has tend to define a clear benchmark that set standards

for city developments. However, significant variances between one geographical region and the other are inevitable.

### **3.2. Research Design**

This study will be organized into case study analysis which will provide practical cases of significant new ideals. These instances will form the essential benchmark upon which Main Street designs are intended for Kpone city in Ghana. In essence, this will constitute a development framework of data analysis that will provide critical support framework for the establishment of Kpone city. In particular, the development of a city is dependent on multiples aspects of considerations due to various elements that supports or limit the success of a city. In this regard, the study will be based on empirical understanding of the crucial roles of planning amidst prevailing urban development dynamics on the global space. Among the issues that will form the basis for the establishment of this study includes the population influence on growth of a city as far as the organization and supply of various investment capacities are concerned. The development of Main Streets is one of the ideals that have been credited with rejuvenation of a city into a unique investment hub for both local and international investors. In particular, this kind of a framework is mainly anchored on the effect of this alignment on the conspicuousness of business enterprises and the general fragrance of a city.

### **3.3. Data Collection**

I will conduct analytical review of major cities and states with special inclination to special city designs that are intended to promote its physical appearances and social-economic potentials. The collected data will be essential in reviewing the nature of new

ideals adopted in a city with significant progress achieved as a result. However, the study will also consider other elements that pose risks to the successful alignment of city amenities and other physical factors that promote mutual existence. Besides, this analysis will help in understanding the factors considered in the adoption of various ideals for the development of not only states but also cities. In order to identify some of the main factors that defines individuals acceptance or otherwise of new ideals aimed at changing different aspects of a city. For instance, people's inclination of traditional values that are believed to be diluted by influx of metropolis is one of the aspects of analysis that would inform the basis for such individual behaviors.

Similarly, I will also consider qualitative approach to data collection. This process include a focus on the prospects of new inhabitants as they migrate from the tradition city set up to the modern alignments. In particular, some of the emerging trends in city developments includes the city branding prospects where cities have begun to develop concrete ideals in establishing a distinct identity for their developments. In this regard, these advances have had long-standing impacts on the city development. The social framework that constitutes the development of social groupings also dictates the social relationships among diverse sets of city residents. In many instances, city residents comprises of diverse communities deduced from differences in origins. City residents comprises of different backgrounds that constitutes the basis for their differences in perceptions and tastes. The nature of relationships between different city residents will also form one of the bases of understanding the respondents' basic ideals as far as social-cultural traits are concerned.

In order to understand the overall city organization and designs, I will also consider secondary sources of information including historical journal and articles with concrete architectural designs. Besides, the values entrenched in some historical cases will be juxtaposed with the Kpone case in order to develop an informed perspective of a city design and organization. Besides, the analysis provides a framework for understanding the transitional aspect of cities based on structural changes experienced in many cities as potential benchmarks for Kpone city in Ghana. The understanding possible changes that would occur based on some concrete benchmarked cities in history will be an ideal path for developing city design foundation.

In order to understand different attributes of social traits of a city population, the consideration of social-environmental impact of the city expansion is very essential to the future city designs. In particular, the expansion of a city coupled with subsequent growth in the population is a fundamental consideration in environmental assessment. In particular, increased population as a result of growth of a city is attributable to increased possible environmental degradation including increased waste disposals into the neighboring environment. In particular, the location of the Kpone city with close proximity to the capital, Accra is one of the main factor that would result into increased population influx from the main city. In many instances, such a location entails cheaper housing rates and food supplies. However, the exponential growth of the city could pose a significant challenge to the authorities in charge of various areas including water supplies and air pollution among other challenges.

### **3.4. Sampling Method**

Random sampling procedure will be employed which entails a consideration of some assorted cities and global states with planned cities. For instance, the most planned city in Palestine, Rawabi is an ideal example of this case analysis. In particular, the development of robust insights to city designs and management based on the determination of the best-fit architecture is critical in developing a future renowned city. Besides, Rawabi is also one of the new ideas of planned cities in Palestine which has received considerable applause from the benefits it has rendered to the Palestinian families. However, one of the issues that limit its excellence is limitations to few families which entail less diverse population. The choice of this case is fundamental in demonstrating future challenges posed by failure to consider diversity issues of a city as a result of natural population growth as well as structural adjustments due to immigrations.

The choice of Random sampling is based on a large population size of about 60,000 which is critical in generating an important foundation for the development of the Kpone City. In this analysis, random sampling is very essential in focusing on both developing nations and their developed counterparts in order to understand various social-economic factors that leverage growth of the cities both in the short-run and in the long-run. These analyses are also critical in developing clear dimensional aspects of consideration in the determination of the city development platform. Many states including California have developed cities based on new and old architectural ideals as well as new city features that are essential for containing contemporary based challenges pertaining to air and water pollution among others potentially detrimental implications of population growth.

Questionnaire

1. What are the 3 most important buildings in the city?

1. Hotels
2. Schools
3. Churches

2. What is the greatest work of architecture you will maintain in the City?

Street

3. From 1 – 10. 1 being extremely low and 10 extremely high. What is your opinion on modern architecture?

Modern architecture has brought about development in the country.

4. From 1 – 10. 1 being extremely low and 10 extremely high. What is your opinion on Main Street?

My opinion on main street is, there must be street light besides the road which will serve as light for other people or drivers.

5. Do you think Main Street can be revitalized? Yes or No?

6. Would you have any problem with the Store-Front typology on Main Street? Yes or No?

7. What is your level of education? None High Sch. Some College College

8. How old are you? 18 – 25 26 – 35 36 – 45 46 – 55 56 – above

9. How far do you have to travel to go shopping?

56 km

10. May I contact you for further input? Yes or No?

11. Gender: Male Female

**Figure 1.** A survey questionnaire to 1000 Kpone residents. Author's survey.

ST. MICHAEL'S SCH.,  
P.O. BOX 30,  
Kpone VIA Tema.  
9th July, 2013.

Kpone Traditional Council,  
Kpone District Assembly,  
P.O. BOX 33,  
Kpone.

Dear Sir,

**HELP TO CONSTRUCT ROADS IN Kpone.**

The reason of writing you this letter is that I want there should be stores beside the road in order for the people to buy things they need.

Secondly I want the road should be smooth for the cars to pass on it and also to avoid accident.

Thirdly the road must have street lights in order to prevent accident at night and also traffic lights for the drivers to slow down their speed.

Fourthly the police must stand at the road side the road. Dustbin must be at the road side to avoid mosquitoes bites and as we all know mosquitoes gives malaria and malaria can kill humans easily.

Thank you for reading my suggestion.

Yours faithfully,  
[Signature]

Yaw Opan Aningpong,  
P.O. Box 33,  
Kpone.  
11/07/2013.

K.K.B.A,  
P.O. Box 33,  
Kpone.

Dear Sir,

**HELP CONSTRUCT ROADS, STORES AND HOUSES.**

I am very happy to pen you this letter. I hope by the grace of God you are fine.

The reason of writing this brief letter is about a construction of roads, stores and houses. We don't have many stores around so we want you to start building stores in a town.

Secondly, we want you to build more roads in Kpone, because our roads are full of potholes.

Thirdly we want you to design houses in a way that a house wouldn't be near the road side, so we want you to break down houses and stores nearer to the road side.

Lastly, we want dust bins around to keep Kpone clean because town is not clean, visitors would not like to visit us.

A STUDENT OF ST. MICHAEL'S

11th July 2013.

ST. MICHAEL'S SCH.  
POST OFFICE BOX 30.  
Kpone  
9th July 2013

Dear Sir,

I am very glad to write you this letter. I hope by the grace of God you are fine.

However the main reason why I am writing you this letter is that I want the road should be the same as it is but it must pour gravel and Bitumen on the road so that it should be well for us.

The containers should also be built well for the trader and put them beside the road but not on the road.

Thank you for reading my letter.

Yours faithfully

ST. MICHAEL'S SCHOOL  
POST OFFICE BOX 30  
Kpone  
11th July, 2013

Dear Sir,

I am very happy to write you this letter. I hope by grace of God you are fine.

The reason why I am writing you is that is about the road in my community.

The road in my community called Kpone has been destroy by man, and people are complaining about it. Our community road which was established more than fifty years has completely outlined its usefulness. There are many factors that have combined to render the road unusable.

The road on which the road is potholes. Because of this, it makes it difficult for travelling such as Tema and Accra to be effectively done. The nature of the field gives an opponent an advantage over the other during travelling. The people that get accident down the slope is always at an advantage.

Another thing which has contributed to the poor sanitation of the road is that a cars path has been formed across the way which is always widened and deepened whenever there is a heavy accident. The effect of the potholes is such that no meaningful accidents can be carried out several weeks after the accidents.

Yours faithfully

**Figure 2.** Four of three hundred letters of acceptance of the project from a High school.

Author's own.



ST. MICHAEL'S COMPLEX SCHOOL,  
P.O. BOX 30,  
KIPONE.  
11th JULY, 2013.

THE DISTRICT CHIEF EXECUTIVE,  
KIPONE - KATAMANSO DISTRICT,  
P.O. BOX 42  
KIPONE.

Dear sir,

CONSTRUCTION OF ROADS IN KIPONE.

I am [redacted] one student in St. Michael's complex school. I am also by this letter expressing my gratitude that the road should not be reconstructed because if you construct the road the road again people of Kipone Katamanso near the road sides houses are going to be broken down and many of properties are going to be lost, even that many people's who's houses are broken down cannot get a place to settle at and they are going to suffer. So please hear me out and don't construct the road the road again, and again if you construct the road again as people are going to ~~store~~ <sup>show</sup> that the show which are on the road side. Thank you for reading the letter

Yours faithfully  
[redacted]

Name: [redacted]  
Subject: English Language. (Project Work).  
Date: 11th July - 2013.

ST MICHAEL'S SCHOOL  
POST OFFICE BOX 30.  
KIPONE - TEMA.  
11th JULY, 2013.

Dear sir,

I am very happy to write you this letter. I hope by the grace of God you are fine, the reason why I am writing you this letter is that, we want our road to be the way it is. The reason why I am saying that is ~~because~~ because, if you destroy the buildings near the road the people who are living in the houses you destroyed will find it difficult to buy another land to build a new house on, and the people who are selling the provisions and other things will also find it difficult to buy another container ~~be~~ so please we ~~to~~ want the road to be the same.

Thank you for reading this letter.

Yours faithfully  
[redacted]

**Figure 3.** Two dissenting letters. Author's survey. Author's own.



## **Chapter 4: Sample Cases**

### **4.0. Case 1: Oakley City**

The city of Oakley was the beneficiary of the American Public Works Association's main project of the year award, based on its advances in the undertaking of a Main Street Reconstruction of Northern California. The project development was based on a review of candidate projects arising from different municipalities of Northern California which culminated in the selection of the Oakley Main Street project as the winner. The award was a presentation of the public works in a bid to enhance the city or urban design. The project was considered a major moment in the entire city to have a critical project that will define the performance perspective of the city. The development and success of this project was a product of group work across the entire city's departments, beginning from the planning stage to the final construction. The project was also based on a series of predetermined mechanisms including, for instance, resolving the past challenges facing the city as far as managing the city population is concerned. The management of the project was however manipulated by professional engineers who developed both the designs and did the actual construction work.

The development of a city's Main Street design is therefore a product of incorporation of different ideas that yields information about group operations between different city departments that are responsible for ensuring that the city design remains clearly articulated within the framework of development. There are numerous street

typologies developed in Oakley. Some of the designs in the city include a rain garden, special paving through retail strips and bike paths, among others. The objective of the project was to become an economic stimulus for the downtown core through conversion of the Main Street, formerly referred to as, Route 4 due to its previously wide and vehicle dominated lane and which, became a more walkable and cloistered Main Street. The vision of the drawing of the project first spurred a high level of investments before and after completion in 2013. Presently, a number of previously vacant storefronts in the city are occupied with novel shops and services while the landowners of adjacent properties have started to reconstruct their unique storefronts as a mechanism for attracting new tenants. In this regard, the project is characterized by a high capacity to attract new developments across the city and beyond, both in the near and distant future.

The project first started with a detailed tree survey that preceded drawings of a group of six new sound walls alongside 1-580 of the cities of San Leandro and Oakland. The survey comprised of 297 trees on either sides, created in a simple fashion with clear graphics demonstrating the exact locations, sizes and species of every tree. The planning and design team (Planning Commission) also determined the trees that would be leveraged by proposed development and recommended retrieval, protection or pruning. Another element that was considered was the mitigation requirements anchored in the number of trees that would be deduced and recommended for the best replacements since majority of existing trees were noted to be undesirable and invasive species.

The city planning and design segments, based on the City of Oakley' must also consider the prospects of risk management in case of future natural and, or manmade risks. The financial sector in particular is prone to turbulence which can have a dire

impact on the performance of a city in the long-run. There is also the concern with (there have been recent) events that suggest that people often experience a period of rising ‘turbulence. For instance, the prolonged impact of the 2004 tsunami in South-east Asian and the Asian Financial Crisis incidence, among others, which form special cases of causative agents of uncertainties; these are so, most especially, by virtue of their impact on business activities.

This raises the issue of risk management and as in the case of the City of Oakley, which Kpone can learn from, there are a number of organizations which inquire the reason why such crises go undetected early enough if there were risk management systems and attendant personnel. One of the main reasons behind the failure for early detection is that the world has become considerably complex, an aspect that leads to low predictability of natural activities in particular as well as other artificial aspects.

In addition, the contemporary systems of risk management among other measures that have been developed towards predicting future events are mainly based on linear relationships which are deduced from past experiences. Consequently, this leads to the failure of the mechanism’s capacity to take into account the present behavioral limitations which attempt to handle probabilities as well as the features pertaining to complex non-linear systems; further, these may not always have definite causes. In this regard, organizations need to consider new methods of predicting events on matters affecting organizational performances as opposed to the traditional ‘rational man’ approach. The determination of the capacity of the city to withstand financial turbulence is anchored on the possibility of new found strategies among the city planning departments which are

uniquely positioned to tackle current and future city challenges besides maximizing the returns on investments for the city investors.

Technological development is also a major advance in enhancing city development and management prospects. In the state of New York, city development has been manifested in careful designs of technological embodiment for enhanced service delivery both within the school and business sectors within the context of the city. New technologies have been a central pillar in the procurement of modern business supplies. Kpone City Administration can emulate other City Administration which have been on the forefront in leveraging the purchasing power of consumers through influencing prices of consumables. Change is occurring in three different phases namely: Internet marketing to expand markets; use of electronic communication to enhance efficiency and, group procurement for effecting negotiation to leverage prices. The adoption of new procurement approaches in schools is very important due to a number of reasons. For instance, school districts are attributable to robust expenditures on non-personnel items. Besides, the procurement strategies also assist governments to take advantage of new procurement competencies that were previously possible for large organizations only. There has been a major reform that has taken place in the procurement practices characterized by the adoption of modern techniques of procurements, thus showing a major shift from traditional procurement.

Government procurement is however manipulated by strong local and state legislations. The local government procurement systems are, however aimed at realizing the following achievements: encouraging free competition for local vendors, realizing best price offers and preventing incidences of corrupt offer or favors on the suppliers

decided upon. While the traditional procurement system is mainly centered on competition, nevertheless, bidding may not be competitive as required if there are a limited number of vendors. In analyzing this, it is clear that organizations that offer a central form of governance in their practices should ensure they engage in tight control over their procurement process in order to ensure that competitiveness is maintained under the traditional set up of procurements. There are numerous inefficiencies that have been established from the traditional procurement processes such as reduced accuracy. Consequently, the adoption of the new procurement methodologies using modest technologies is a major advance in the process that increases efficiency through multiple perspectives. For instance, the applications of electronic commerce, commonly called e-commerce; strategic grouping among supplies to increase the city's negotiation capacity and drive prices downwards and, the use of mutual purchases through use of credit like payments for small item purchases is key. Kpone city, with its proximity to Accra willingness for a change, and growth, is best suited as an alternative city center to Accra and can tap huge investments coupled with Main Street designs that enhance order within and beyond the city precincts. The population of Ghanaian cities has been increasing over time as shown in the table and graph below:

**Table 3.** Population estimate. (1000' inhabitants). By Google maps

<b>Year</b>	<b>1950</b>	<b>1970</b>	<b>1990</b>	<b>2010</b>	<b>2025 (Appr)</b>
<b>Rural</b>	4,433	6,380	9,836	11,780	11,860
<b>Urban</b>	810	2,602	5,644	12,532	19,104
<b>Accra</b>	177	631	1,197	2,321	

The graphical representation below shows the population trend that has been taking place in Ghanaian rural and urban segments in general and Accra in particular. Kpone, adjacent to Accra is hence subjected to similar influences as soon as it develops into a major city:

**Table 4.** Population Trend. By [tradingeconomics.com](http://tradingeconomics.com)



From the above graphical representation of the data, it is clear that the Ghanaian population has been on a positive upward trend across the entire period between 1950 and 2025. In particular, the rise in urban population in recent accounts has been very high despite Accra recording relatively low influx. However, the population growth in urban areas has experienced a rapid and conspicuously large percentage of growth through to the present. Based on this trend, the population growth in Kpone and Accra, among other urban areas is likely to have an abrupt growth which demonstrates the need for effective city planning and design, similar to Oakley City, to counter the foreseeable challenges that comes alongside sudden population growth such as increased waste production.

#### 4.1. Case 2: New Orleans City

Another area that can be looked at by Kpone Main Street developers is New Orleans where a guidance document was drafted in 1999 but had not been fully adopted by the New Orleans City Council. Subsequently, the plan must be reconsidered before adoption in order to factor in the destruction that occurred after the catastrophic incidence of hurricane Katrina. These changes in the pattern of growth will immensely change the society's lifestyle similarly, the changed pattern is also likely to displace a wide range of habitants in order to pave the way for the water runways thus avoiding a recurrence of flooding events where schools and other public structures are deemed for relocation to elevated structures (done in a bid to repair damaged housing and other infrastructures in the streets). Basically, the growth of this city occurred to the western side upriver alongside the crescent that had been defined by the natural levees drawn from the French Quarters. Settlements thereon were therefore free from flooding with protection by either Mississippi River or Lake Pontchartrain. Its northward growth began when canals were constructed into the cypress swamps after draining the land. This followed the development of interstate 10 along eastern stretch of Lake Pontchartrain. The city is currently placed about 10 feet below sea level with existing complex systems of both Canals and levees to clear storm water from low-lying regions.<sup>74</sup>

As the preceding shows, New Orleans City represents another specially design city. New Orleans City is presented in many scenarios as a unique City in America. Essentially, this city has been subject to various natural and artificial challenges including

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<sup>74</sup> Horne, J., 2008. *Breach of faith: Hurricane Katrina and the near death of a great American city*. Random House Incorporated.

the effect of the Katrina disaster, which was briefly touched on in the above paragraph. The city has been craving to emerge into a newly reconstructed and healthier face while at the same time maintaining its distinct or authentic character. Its main remarkable urban pattern is mainly reflected through its integral neighborhoods and historical architecture. Other physical attributes include boulevards as well as close-knit housing patterns. There are also many patterned shops, institutions and workplaces that are spread-out across the entire city, forming the foundation upon which the future of New Orleans is based upon.<sup>75</sup> In the meantime, New Orleans requires an elaborate plan to provide guidance in its reconstruction and further development flowing from the ravages resulting from the Hurricane Katrina. Initially, the city was established in Pontchartrain Basin along River Mississippi Alluvial plain.

In order to establish newer and safer housing units, the city is practicing a habitual development of a Concentric Model of development from central point to west, north and south development. The city population prior to the Katrina disaster was about 465,000. Subsequently, the city's metropolitan statistical area comprised of a population of 1.3 million people. The population of the city just like other American cities declined between 1990 and 2000 by approximately 2.5 percent while the regional population rose by 4.1percent. The city's population comprised of Hispanic Blacks making up a majority of 67 percent of the total population while non-Hispanic Blacks comprised of just 12 percent with foreign born residents accounting for 4 percent of the population. In this regard, the population of the city before Katrina comprised of significantly small

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<sup>75</sup> Reese, Carol M., Michael Sorkin, and Anthony Fontenot. *New Orleans Under Reconstruction*. Verso Books, 2014.



populations of Minorities. Its Black and white residents lived in racially similar neighborhoods with 27 percent of city families living in abject poverty.<sup>76</sup>

About 3 percent of employees lost their jobs amounting to 11,000 people unemployed. This was contrary to the regional trend where employment level rose significantly between the same period (1970-2000) in other Parishes, such as Jefferson and St. Tammany, where majority of the locals survived on service industry jobs. The city planning is also augmented through the restoration of natural regions within and around the city in accordance with its topography. Finally, this population of the city demonstrated a declining trend between 1970 and 2000. This was, however, anticipated since the region poses strong risks of natural disasters due to its location below sea level hence attracting few if any potential inhabitants. Such considerations are essential in developing long-term city planning prospects in Kpone City. Although the city of Kpone does not lie below sea level, other elements like New Orleans City diversity and economic make-up are areas to be well thought-out.

#### **4.2. Case 3: Main Street Development in Florida**

Coconut Creek, through the City Commission on December 4th, 2004, adopted a Main Street Design's document of standards, which established a strong vision for a mixed-use concept under the downtown development at the middle of Coconut Creek. The area was particularly bound by Wiles Role on the northern side, Sample Road to the south, State Road to the west and the Lyons Road to the east. The documents, outlining the process of developing the Main Street in Florida promoted the establishment of pedestrian-oriented, mixed-use society that was organized on the basis of substantial,

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<sup>76</sup> Ibid.

centralized albeit adjacent to a recreational open space. Some of the criteria used in the development of the Main Street in this case included five main aspects: flexible use and designs, green building technology, alternative transportation, efficient use of land resources and a compact establishment with different housing choices.<sup>77</sup>

While supporting progressive environmental aspect of the city, the main street document called for green, sustainable and certified land use by the US Green Building Council or the Florida Green Building Coalition Corporation. The requirement of planning demonstrated esteemed architectural designs anchored in function as opposed to styles. The ultimate goal of the Main Street project in the city was to be the first city in the country with adjacent certified green building projects. This was a manifestation of a high profile development comprising a significant focus on the environmental benefits as well as consideration of long-term benefits accruing from the operational framework of modern cities. The Florida Chapter of American Planning Association (FAPA) also granted 'Main Street Design Standards' award of excellence because of the planning, innovative nature of the project, quality, transferability, comprehensiveness and implementation.<sup>78</sup> The position of the Main Street was critical to enhancing the development for long-term benefits for the city residents.

Through the adopted Main Street Project, Coconut Creek was likely to increase the utility of its resources to its residents. From the adoption of Coconut Creek Main Street Design Standards, two major projects were erected in the area: Seminole Casino Coconut Creek Expansion and the Promenade at the Coconut Creek. The project

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<sup>77</sup> Hamilton-Baillie, Ben. "Shared space: Reconciling people, places and traffic." *Built environment* 34, no. 2 (2008): 161-181.

<sup>78</sup> Ibid

involved an open-air lifestyle center that was completed in 2008. It comprised of restaurants, retail and office spaces for hire. In this development, the organization of the business space was enhanced due to the project, which also received the LEED silver certification in April, 2009. This was also the home of the city's annual CocoFest. In May, 2015, the city also incorporated the first movie theater in the complex; this linked to the Silverspot theaters within the Promenade.<sup>79</sup>

The Seminole Casino Coconut Creek project involved an expansion that was completed in February, 2012. Among the special enhancements in this project were: retail plaza, a new garage and restaurants. Besides, this project also encompassed a room for improvement with expectation of future development of hotels, outdoor spa or pool section and a convention space. This development was critical and was expected to open up the city to more investment opportunities. It was geared towards an enhanced city lifestyle as well as an improved organization of the business framework within the city, from thereon and into the future.

The documentary evidence of the Main Street Project of Florida was based on the existence of many opportunities in the development of a new downtown comprising of the Coconut Creek. Coconut Creek is a renowned and well-planned community comprising of a distinct environmental consciousness. The city also boasts of a progressive approach to planning aimed at providing a special lifestyle for residents while at the same time providing a unique business environment and beautiful parks. Other distinct features of this Main Street design city are: long greenway programs and the

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<sup>79</sup> Hamilton-Baillie, Ben. "Shared space: Reconciling people, places and traffic." *Built environment* 34, no. 2 (2008): 161-181.

execution of hybrid system of transportation technological capabilities.<sup>80</sup> During the design preparation time, the city was, however, lacking a centralized downtown section that could serve as the central nerve of the community of residents, creating opportunities for the natives to live, shop, play and work in. The above standards, which the City of Kpone can incorporate into Main Street, are products of a concrete master plan that started in 2002 when the city leadership gave significance to the values attached to the city's residents as well as individual property owners. Different meetings followed to generate diverse input from the stakeholders (the native community) that would participate in the master planning process. Besides, the standards adopted in the process constituted the impacts of the rigorous preparation process and an embodiment of the values of the entire community. One of the biggest values attached to the Coconut Creek Community had been a desire for sustainability. As deduced from the rest of the research, sustainability is one of the cores of a good city framework. Indeed, sustainability achieves a balance between creation of resources and their use. The project also encompassed and was often associated with the execution of other friendly programs such as the recycling of waste products, or the limiting of the consumption of energy products and the integration of green building technology. In addition, sustainability of the city also incorporated the fact that a community comprises a group of people while building forms a constituent of infrastructural network allowing for the comfort of life by the community in the precincts of a compact environment for a period of time.<sup>81</sup> Besides, sustainability may also encompass an economic perspective including the establishment

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<sup>80</sup> Ibid. 161-181.

<sup>81</sup> Hamilton-Baillie, Ben. "Shared space: Reconciling people, places and traffic." *Built environment* 34, no. 2 (2008): 161-181.

of buildings with prolonged life spans and recycling waste products. Subsequently, the investments that can be based on these buildings can create an opportunity needed for supporting it in the long-run. The development of the Florida-based Main Street project is a clear reflection of the milestone made in realizing a modern city and included a presumed focus on environmentally friendly developments. The establishment of a concrete framework for enhanced community living through advanced economic projects and development of green buildings is one of the unique aspects that increased the propensity of the city to fundamentally change the lifestyle of the local community. However, one clear approach to the success of this project was the involvement of the community as the main stakeholders in the development of the Main Street master plan. This process was very essential in ensuring that individuals assigned to different tasks were perpetually engaged and their interests put into consideration prior to the establishment of concrete decisions that would re-align the city's main infrastructure and eventually change the capacity of the city's residents with regard to economic development.<sup>82</sup> Apart from the consideration of the stakeholders' interest, the design panel must consider the regional uniqueness as far as the economic and social environment is concerned. For instance, the Coconut Creek's Main Street development framework encompassed the development of a critical analysis of the subject property's capacity for the real estate development, all of that from local, regional and the context perspective. Besides, the panel also considered the local business and multifamily residential sector's performance in the market segment and possible investment metrics. The assessment of the regional competition and its effects on the development of main

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<sup>82</sup> Hamilton-Baillie, Ben. "Shared space: Reconciling people, places and traffic." *Built environment* 34, no. 2 (2008): 161-181.

street design was a fundamental consideration as well. The establishment of the basis of the existing trade and environmental abilities to accommodate new residential and other forms of development suitable for both permanent residents and others was critical. These analyses were aimed at optimal land use of the area of focus in order to provide a general recommendation for strategic economic development, and finally aimed at recommending destinations that are suitable for the projects of Main Street design in Florida. The adoption of the new design and accruing success has been credited with the inclusion of the overall stakeholders among them: the residents of Florida. Such considerations are essential in developing long-term city planning prospects in Kpone City. The City of Kpone can learn from the five steps and adopt the areas that will highly suite their Main Street development. Namely,

1. Promote the establishment of pedestrian oriented mixed-used society.
2. Flexible use and design green building technology.
3. Alternative transportation for the City.
4. Efficient use of land resources.
5. Compact establishments with different housing choices.

#### **4.3. Case 4: Jakarta; Indonesian Capital**

The development of new cities anticipates resolving various challenges including pressure posed by population increases. Essentially, the development of new cities is also a product of demand for reducing large cities and enhancing economic development. However, the presumed bargain does not always hold. With the rising intensity in the number of urban factories, challenges such as security, infrastructure, traffic and environmental degradation among others have also been rising rapidly. Another case of

new city development that we can look at was that of the South Tangerang City, located in Indonesia's Banten province, which was precipitated by an increased and challenging environment of Jakarta City. The establishment of this city was considerate of the economic aspect only. This implied that it ignored other key aspects of development like the environmental and social implications.<sup>83</sup> In other words, the development of the city ignored defined controls which are necessary for the implementation of projects that ensure the sustainability of the city. The assessment of the sustainability of cities is principally systematic since the latter's growth is leveraged by behavioral elements which, as have been pointed out include ecological, social and economic issues. However, the South Tangerang City was particularly developed in a bid to enhance economic activities in alignment with the rapidly growing population in the capital of Jakarta. In particular, Jakarta is the Indonesian capital and the biggest metropolitan to the Southern region of Asia with a significantly large population growth and a series of urban problems. The rise of Jakarta was a product of President Soekarno's (the first president of Indonesia) vision to establish it as one of the largest cities possible.<sup>84</sup> To show his support, Soekarno, gave the city his advanced symbolic new framework (a 132 meter high state monument) to align with the Senayan Main Street, a spacious novel government buildings, shopping plazas, hotels and recreational facilities, all of which were critical to the 1962 Asian sport event; further, this included the largest most of Istiqlal among other distinguished features. These constructions progressed under the

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<sup>83</sup> Suzuki, Hiroaki, Robert Cervero, and Kanako Iuchi. *Transforming cities with transit: Transit and land-use integration for sustainable urban development*. World Bank Publications, 2013.

<sup>84</sup> Suzuki, Hiroaki, Robert Cervero, and Kanako Iuchi. *Transforming cities with transit: Transit and land-use integration for sustainable urban development*. World Bank Publications, 2013.

new orders coming into force in 1967. Through President Soekarno's regime, the country reaped a significant economic growth alongside a reduction in the population of the poor, from 40 percent in 1976 to 11.2 percent in 1996. By the mid-1990s, Jakarta was becoming a global, international class city.<sup>85</sup> The global economic crisis of 1998/99, however, resulted in a decline in the growth of the Jakarta City; for example, there was a disruption in city operations, resulting in the city's image shifting from a 'global city' to a large 'city of crises' status. The crisis led to a fall in direct domestic and foreign investments, which implied a fall in the city's development capacity. The sudden decline in the city's productive capacity was critical in diminishing the suitability of the city for investments while the demand for office space among other investment opportunities also declined dramatically. One of the fundamental causes of the strong impact of the economic crisis was the lack of a fortified consideration of future possibilities of a crisis; in particular, the city main street was established principally on the vision of president Soekarno.<sup>86</sup> Failure to invoke the desires of the residents was particularly one of the main causes of the sheer loss of loyalty in terms of streamlining the operational capacity of the city amidst the prevailing negative externalities. The foundation of a city is very critical to its sustainability as it provides the ability to withstand external pressure while strengthening its potential to become fully established and, eventually, well branded, internationally.

Another area of interest that Kpone City can gain knowledge from for key development, is first and foremost, not to avoid the main stakeholder, the people of the

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<sup>85</sup> Ibid

<sup>86</sup> Suzuki, Hiroaki, Robert Cervero, and Kanako Iuchi. *Transforming cities with transit: Transit and land-use integration for sustainable urban development*. World Bank Publications, 2013.



city. Social and environmental implications can be solved quickly when the people are involved in the decision making, and will in turn lead to enhance economic activities.

#### **4.4. Case 4: Port Louis; Mauritius**

Tourism in Mauritius has been one of the main economic pillars for a long period of time. Port Louis has been a major destination and a potential hub for visitors to its beautiful sceneries among other tourist attractions. The development of city lives is essential for enhanced tourism in any country. Port Louis has played a significant role in the development of the tourism sector of Mauritius. The city is organized into distinct Main Streets comprising of shopping areas, nightlife and market centers, which culminates in the distinct alignment of the city's business framework.

Mauritius is also renowned for its rich culture and natural heritage which are a significant aspect that promotes the country's tourism sector. Mauritius' ethnic composition entails multi-racial, multi-lingual and multi-cultural components. These ethnic mix results in the new reference to the country as a 'cultural Carrefour'; the natives have added to this via their special expression of hospitality.<sup>87</sup> Port Louis' cultural diversity has also leveraged the city's economy in general. The diverse Mauritius culture is the main booster of the country's tourism and economy at large.

Port Louis also boasts of a concrete ability for population management. A majority of tourists visiting Mauritius through Port Louis often find themselves surprised by the city's cultural artifacts as well as the ease of intermingling with city residents. Thus the city, defined by diversity and hospitality offers a distinguished environment for

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<sup>87</sup> McNulty, R. H., P. Park, W. Fulton, J. Bradley, B. Cain, D. Garfield, A. Harrison et al. "The Livable City: Revitalizing Urban Communities." 2000.

tourists. In light of its diverse population (both within the city and the rural areas), Mauritius is a cross-roads of several land plates. One of the main embodiments that strengthen Port Louis' look is rich historical artifacts engrained, among other places, the section occupied by the United Nations Education, Scientific and Cultural Organization (UNESCO) and the country's federal government entities.

The influence of the international community has also found its share of effect in Port Louis and has enhanced the status of the city as a brand. In particular, UNESCO which is an organization with a focus on enhancing peace. Subsequently, UNESCO has classified Mauritius Le Morne as a historic treasure, a place of high resistance to slavery. Due to the high consideration of the country's culture and historical artifacts, Port Louis shares a significant reflection of the country's rich culture in that it has artifacts which show a series of the country's renowned cultural diversity through art works.<sup>88</sup> The organization of the city's lifestyle and street arrangement makes it easy to map out different facets of its distinct design. Kpone is similar to Port Louis in a number of ways. Firstly, the City has virtually similarly diverse ethnic groups.

Secondly, another critical aspect of the Mauritius culture that many city residents identify with is the Segga dance, similar to the "Asafo" dance of Kpone. Segga is one of the most interesting dances for any Mauritius residing within the city or beyond. In particular, the locals are typically brought up with the dance hence an integral part of their daily lives. Subsequently, the city which comprises of a majority of locals, has considered these element important to city-branding by setting aside dance halls and multiple night clubs that embrace the dance.

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<sup>88</sup> McNulty, R. H., P. Park, W. Fulton, J. Bradley, B. Cain, D. Garfield, A. Harrison et al. "The Livable City: Revitalizing Urban Communities." (2000).

The origin of this dance is, however, credited with slavery. The determination of a distinguished city's cultural environment is an essential mix in considering competitive planning and design frameworks, which were an integral part of the Port Louis City including the generation of a cohesive mentality in this city's development and choice of distinct designs.<sup>89</sup> The development of Port Louis to its current state is critical in stimulating long-term growth. These are critical to informing Kpone if it wants to undertake a comprehensive focus on its cultural framework, one that promotes long-term growth as an alternative city to the capital, Accra.

Although there are not that many natural heritage sites in Kpone to be regarded as a UNESCO heritage site, Kpone can become the brand to other cities who are thinking of such revitalization of their Main Street in particular, and their City as a whole.

#### **4.5. Case 5: Virginia City 'Main Street' Design**

In the case of Virginia City, Nevada, its Main Street program has also been one of the pronounced developments that have seen a great stride in the advancement of city life management across multiple cities including the City of Virginia. Virginia City introduced the Virginia Main Street Program in 1985, which has been assisting the localities in the vitalization of the economically important projects regarding the historic commercial divisions; there have been very remarkable results. For example, in the advent of Virginia City's Main Street program, entrepreneurs have been opening new businesses while investors have also been investing in buildings that were once vacant for long periods of time. Besides, many tourists have been attracted to new restaurants and

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<sup>89</sup> Ibid

shops while the city residents have also been enjoying an already renewed sense of community pride.

Virginia City has also integrated the Main Street Program with the Virginia City Rehabilitation Tax Credit Program. This has proven to be an essential economic tool for effective enhancement of the community. Virginia City's Main Street approach in helping communities to revitalize efforts was established by the National Trust for Historic Preservation's National Main Street Center. A key factor to consider is the fact that presentation of the projects to investors assisted the downtown area to advocate and formalize other revitalization strategies hence demonstrating the need for the adaptation of novel economic uses, coaching and training of the merchants. An interesting and new promotional effort was required to reposition other historic downtowns within the mindsets of the consumers. Like malls, the adoption of 'Main Street' however requires a strategic marketing initiative. In Virginia City, this was developed by the National Main Street Center and later adopted by about 1,600 communities across 40 states through a mechanism called the Main Street Four Point Approach.

The guiding principles for involvement in the Main Street Four Point Approach were: promotion, restructuring, design and organization. The concept of this design principle is focused on enhancing the physical appearance of the historic downtown area via a rehabilitation of its historic buildings as well as the encouragement of new construction, therefore reinforcing the importance and the need of charitable character of the downtown area. Promotion, of the Four Point Approach is about creating and marketing positive images on the basis of unique traits of the downtown districts. The prospects of economic restructuring enhances the existing economic districts besides

expanding elaborately to resolve new challenges and utilize opportunities from the dynamic business environment. Organization refers to developing consensus and cooperation amongst all stakeholders in the downtown area, from banks, to civil organization and downtown property proprietors to local government officials across the entire stretch of the cities.

In addition, organization also encompasses several budgets, volunteers, population and staff sizes. Every community is charged with the pursuit of a comprehensive and incremental Four Point Approach which includes the local revitalization strategy for the old street or city layout. However, the last objectives were similar across the entire scope of the Virginia City branding program which mainly focused on increasing business development and job creation in the downtown core. From 1985, there was a fully designated Main Street community within the Commonwealth that had generated about \$600 million through private investments and completed about 4,500 rehabilitation projects. Besides, the project had also been associated with creating 13,500 new job opportunities through a set of 4,600 new business enterprises. From this analysis, it is clear that the Virginia City Main Street Program has been one of the high yielding projects within the scope of city developments.<sup>90</sup> It repositioned the city to take advantage of the swelling population which could have otherwise been a challenge to manage. The attraction of the city to new business opportunities has had a direct impact on enhanced employment opportunities.

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<sup>90</sup> Allen, Edward. *How buildings work: the natural order of architecture*. Oxford University Press, 2005.

The development of a concrete city layout, based on Virginia City's Main Street Program is a major initiative that taps into the city's wealth as far as population density is concerned. Just like the case of Mauritius, various aspects of the city are fundamental to enhancing tourism or otherwise. Many individuals are lured into the country, the cities and across the state as tourists as well as potential investors because of Virginia City's Main Street Program. The long-term impact of these advances is increased job creation opportunities that are strongly entrenched in local culture and values of the locals. Kpone City without exception

In rare cases, the influx of new operatives such as tourism and foreign investment also results in new inflows of values and cultures that are distinct from the local culture and shapes perceptions. This in turn determines the prospects and pace of city development. The existence of a well-designed program manipulated by professionals help in tapping positive elements associated with the development of robust business frameworks for the good of a City. Although several challenges arise from the Main Street program particularly due to increased demand for accountability on immigration and city life organization, many benefits as indicated earlier are reaped by the local community and city residents in particular.

Just as Virginia City, below are three potential regions Kpone City, in my opinion, has to duplicate to the letter for its Main Street development project. These areas will help tremendously in streamlining the process

- 1, Rehabilitation Tax Credit program.
- 2, Coaching and Training of Merchants.
- 3, A well-designed program by professionals.

## **Chapter 5: Recommendation and Conclusion**

From the analysis undertaken in this paper, it is clear that there are various factors that influence the adaption of city planning and design prospects, and which can be repeated in Kpone. In essence, one major deduction is that city design and planning prospects is an ideal path to the realization of a city environment that is conducive to healthy living. Different aspects of the studies have demonstrated the varying perspective of different individuals as far as their psychological and philosophical ideals to their choices are concerned. One importance of considering the philosophical aspects of designs is the long-term impacts that designs have including an environmental impact. The development of an environmental impact assessment report though not mentioned before, forms an ideal consideration of the impact of city population with regard to the environment. This is so because an assessment, be it of a plan, policy, program, or concrete projects like city planning and branding is a prerequisite to any decision being made to move ahead with the proposed action; in this case, urban or city designing, planning and the eventual branding.

In essence, many factors are considered in the development of the ideal path to the growth of a city. The development of livable cities is a complex process that incorporates different aspects of special concerns if the city is to grow into the desired levels. Livable cities are characterized by the ability to satisfy its inhabitants across different sets of needs. The development and implementation of city designs are two separate aspects. While there have been various theorists and unique city models, the number of city designs that have been developed into practical cities is constrained. However, in the current age of globalization, livable cities have become a major concern



and authorities and civil society groups have been championing measures to enhance livability of cities.

One of the examples of advances in traffic management is London, which has developed a mechanism for resolving the prime challenge of traffic across the city. In essence, the city has developed a new design that has been associated with a considerable impact on reduced traffic in the city as well as increased efficiency in service delivery across multiple business segments. With increased consideration on climate change, many cities in the world have also devised green buildings which have seen significant reception across the globe. The concerns over climate change and impacts on the climate by artificial developments caused by city micro-climates has facilitated a progressive rise in the demand for environmentally friendly buildings and vehicles. The development of electric cars has been propelled by a demand for carbon free cities although the sustainability of these is still under question.

The social attributes of a society is critical in identifying its people's inclination to a 'Main Street' program of city development. Modern advances have shifted priorities of individuals with regard to their tastes and preferences in terms of such choices as the aesthetic, sociological and philosophical aspects of city development. These attributes are also linked to the changes in social reasoning in terms of the development of, 'modern movements' that define the reasoning behind individual choices in a city-based society. However, in order to reap significantly from city development amidst different prevailing city environments, it is important to consider international standards of city development as far as planning and designs are concerned. This process helps facilitate the development of a sustainable or livable city. In particular, the development of a city is

anchored in several important elements that have been analyzed in this paper, such as: the existence of a dependable liquid money supply, a potential supply of water resource, the availability of essential social amenities and essential administrative units to facilitate order within the city.

Modern advances have also seen a critical rise in demand for health facilities across the city. Eventually, a city is regarded as a 'healthy city' with the requisite health facilities to cater for its population. However, there are certain instances in which the composition of a population has veered towards a change in priorities of a city. For example, some residents are oriented to certain faiths that do not support artificial medication. Although this has been identified as a major challenge in developing and controlling the health of a population, the development and spreading of globalization has been central to the dilution of such traditional faiths and believes that hindered the potential rise of disease resolution mechanics. For instance, the adoption of modern architecture is intended to develop a better environment that would promote a physical and formidable nature of city buildings and road designs. Culture is perceived to have a significant impact on traditional architecture and modifies the appearance of a city. However, in some instances like the case of Rawabi city in Palestine, it may act as an impediment to new models.

Although there has been research on the Eastern architecture, this study shows that the amount of research is insufficient to inform the perceptions created as far as Asian architecture is concerned. With this notion, a majority of the world beyond the Asian countries are ill-fitted with Asian architecture, which has limited the prospects of increased potential for duplication in other regions of the world. Besides, this scenario

has also created room for a skewed focus on western architecture as the ideal form for adoption on a global scale. This study therefore proposes extensive research into Asian architecture in order to create an additional set of work to choose from and perhaps increase effectiveness through quality enhancement via research. In particular, the consequential use of diverse sets of architecture from both the West and the East promotes the prospects of enhanced models as a mix of the two works.

In addition, different indigenous peoples across the world are acculturated into different architectural designs manipulated by the cultural believes and traditional arts. In this regard, the focus on different arts or architectural designs is essential for citing improved quality development and moderation of the architectural work; this will enhance the outlook of cities and other building designs. Besides, indigenous communities across the world also ascribe to particular values as far as their focus on village pathway designs are concerned. The role of physical capital, human resource and economic use of resource also pose a major influence on the development of city layouts as far as the organization of various paper organizational workforce in a city setting are concerned.

In order to develop a modern city framework based on the current ethnic and social composition of Kpone, the city must consider the entire population in general as opposed to focusing on a specific group of community residents. In particular, the city should consider involving its diverse population including, the local full-time residents and the visitors (whether tourists or those on business). Besides, the city designer must also consider the impact of long-term choices as an alternative to the main capital, Accra. It will also be helpful if a determination is made of the main role of every street in the

city by code. For instance, a mixture of administrative units and residential locations may result in failure due to conflict of interests as well as the existence of a normative conformity to a disorganized city. The city administration should be preferably isolated from the rest of the city land use in order to enhance order in the Main Street of Kpone.

The consideration of the active roles played by each street as a proportion of the main city is also fundamental in enhancing the overall role of the city. In essence, ensuring that city streets are comprised of a uniform mix of the diverse city residents is very essential. For the purpose of achieving harmony across the entire city and future coherence, all city residents by ethnicity should be mingled based on land use. These advances must, however, be grounded in city by-laws and guided by the principle of mutual habitation regardless of ethnic specifications in the city.

As far as the Florida Main Street project is concerned, one of the crucial issues for the Kpone city to consider is the need for sufficient planning time, to ensure that city stakeholders are involved completely in the development of a renewed city development framework. Besides, Kpone leadership must also integrate the ultimate role of the community in understanding the challenges facing the community of Kpone, guaranteeing that new advances in the adoption of the city planning prospects is upheld. In essence, undertaking a comprehensive survey of the land and mapping of the city's available resources is also fundamental in enhancing the prospective capacity of the Main Street project of the City of Kpone. This implies that for the Kpone city Main Street city design to be successful, it must be conscious of the contemporary aspects of social development that are central to its improvement. In particular, a clear focus on environmental impacts of the projects designed for the Main Street and understanding

from the local community is very essential for the adoption and implementation of the project.

In the development of South Tangerang City, some important considerations were not considered. For instance, the designers considered a singular element of determination, the economic impact of the city. This was erratic given the wide range of effects of the city development framework including the social, cultural and political consideration. In essence, the establishment of this city was meant to resolve the ailing challenges of the capital, Jakarta City. Similarly, Jakarta City was also failing due to poor foundational elements comprising of the significant impact on the progressive growth of the city. Despite the perceived growth of the city in the early period of its establishment, the economic crisis precipitated by a global issue disclosed the hidden weaknesses of the city's foundational framework which limited its milestone in terms of enhancing its development during both a favorable and a hostile situation.

The latter creates a foundation consideration for the Kpone City, to monitor and integrate various elements leveraging the city's growth and development. Kpone designers must engage in extensive research into the social, cultural, political and economic aspects of the region as well as potential externalities from foreign markets since Ghana has been an open market prone to foreign invasion economically or politically. Subsequently, the establishment of a clear roadmap for the city's development will form an important framework for the future capacity to withstand local and foreign invasion. In addition, Kpone must consider its current population while at the same time making a predictable focus on possible future business environment and population patterns which are critical for effective planning process. In this regard, Kpone must

constitute a framework considering enhanced harmony with the local community in order to facilitate future ability to withstand an economic crisis to avoid the scenario experienced by Jakarta as a result of the 1998 global financial crisis.

Exemplary urban designs should be responsive towards the spirits of individuals and places. City plans and designs create an opportunity for identifying the values that the city residents accept relative to the designs meant for adoption. The prospects of defining the significance of a place and promoting the quality and characters attributable to a structural design also adds to the authenticity of the building structures developed. In order to champion characteristically advanced city designs, it is important to incorporate value generation prospects in the projects and policy development for a city. The function of a city as a pre-eminent meeting place must also be reflected in the Main Street design if it has to be adopted.

Similarly, landscape is an important aspect of a city center. For instance, the progressive enhancement of the city paving, plants, lighting, and street furniture could be developed alongside the framework of Main Streets across a majority of the public areas within the city. While the organization based on the Main Street design is important, it is also important to building designs and the overall layouts of city streets. This comes while ensuring that there is sufficient space network that complements the diversity of the people in enjoying the city environment.

Well-designed and managed streets, buildings and open spaces in a city are very essential for delivering the social, economic and environmental benefits to the city residents. An effective urban design must also reflect upon aspects of importance to the community and the wider region. Subsequently, for Kpone to effectively adopt Main

Street designs, it must consider the manner in which new buildings and other public works within the city add value to the entire touch and quality of the city and its cultural heritage. The type of designs adopted in a city's public space must be inviting. This implies that it must be able to enhance people's interactions as a proportion of their daily routines. The qualities employed in the construction and design of the city may also be guided by a proactive planning policy and effectively delivered via public works and other private development mechanisms.

Ensuring that the city is not only safe but also easy for children and old people to move freely makes public areas more accessible and enjoyable for all. This is a major consideration for city development as far as its tourist attraction potential is concerned. People moving about the city center, situated in safe and decent areas or relaxing in shades also constitute the path to enhanced vibrancy which further attracts people to walk freely in the city center and enjoy it. There are multiple areas of consideration in this case in terms of the attractiveness of the city. Although the city's space might have many areas offering exclusive resting and walking comfort zones, the city design must be able to connect the places effectively in order to enhance city life in general, regardless of the diverse orientation of residents.

Another critical consideration for Kpone while undertaking the proposed Main Street design is the environmental responsive designs that facilitates long-term city and urban life growth. For instance, the city must be considerate about the reduction of greenhouse gases to the least levels possible while giving priority to environmentally friendly projects such as solar farms for, enhanced sustainability of the city. First, the process of developing environmentally friendly projects should be grounded on a

strategic approach to identification of direction and action plan in delivering environmentally friendly buildings and city infrastructures in general. The basic action plans could include the establishment of environmental performance indicators for the public works and preparation of strategic plans for urban segments that generate ‘green linkages’ and promote investments in green technologies (among others prospects). The processes must also encourage designs and employment of building technologies that entail mechanisms which mitigate carbon footprints as their main priority areas.

While the Main Street design could be an exemplary choice for Kpone, the choice of projects that would constitute the framework of Main Street must be geared towards an environmentally responsible approach. This, in addition to an increased demand for environmentally friendly anthropogenic activities. This may come alongside attempts to encourage people to live in cities well-versed with public transport and potential cycling and walking networks in enhancing people’s lives to sustainable lifestyles in the long-run. The city plan must also provide a comprehensive procedure for identifying sustainability measures that may be undertaken in the city planning policy development to realize an environmentally responsive environment. The coordination of renewals and developments of novel public spaces, roads and infrastructures should include sustainable technologies aimed at improving the environmental responsiveness of the city. These aspects are critical in ensuring that the Main Street design is best fitting for Kpone both now and in the future.





Figure 4. Google Earth image of Kpone Main Street.



Figure 5. Kpone Main Street. Author's own

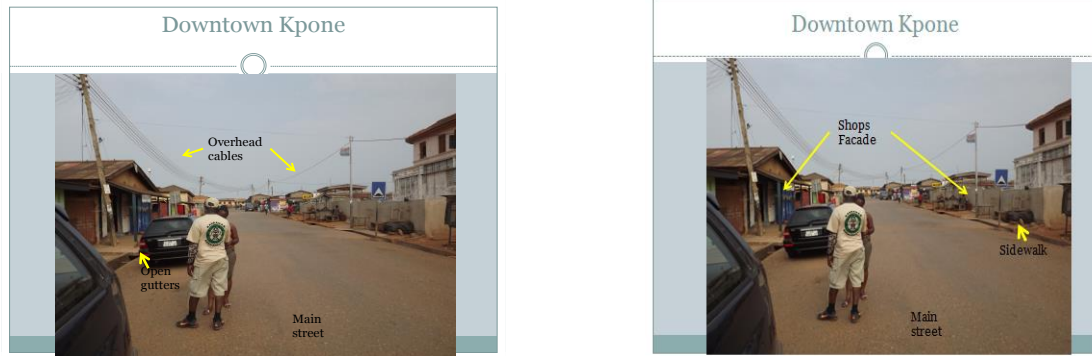


Figure 5. Above are pictures of downtown Kpone showing some of the problems that need to be fixed during the revitalization project. Almost all activities in the City: festivals, funerals, transportation, socializing, and many more are either channel through or into the Main Street, making it function as the main node to other areas. Author's own.

The picture at the bottom shows the Main Street through Culpeper. A typical Main street with open sidewalks, buried drainage, well planned positioning of shops and restaurants, offices, and a well maintained façade that Kpone can duplicate.

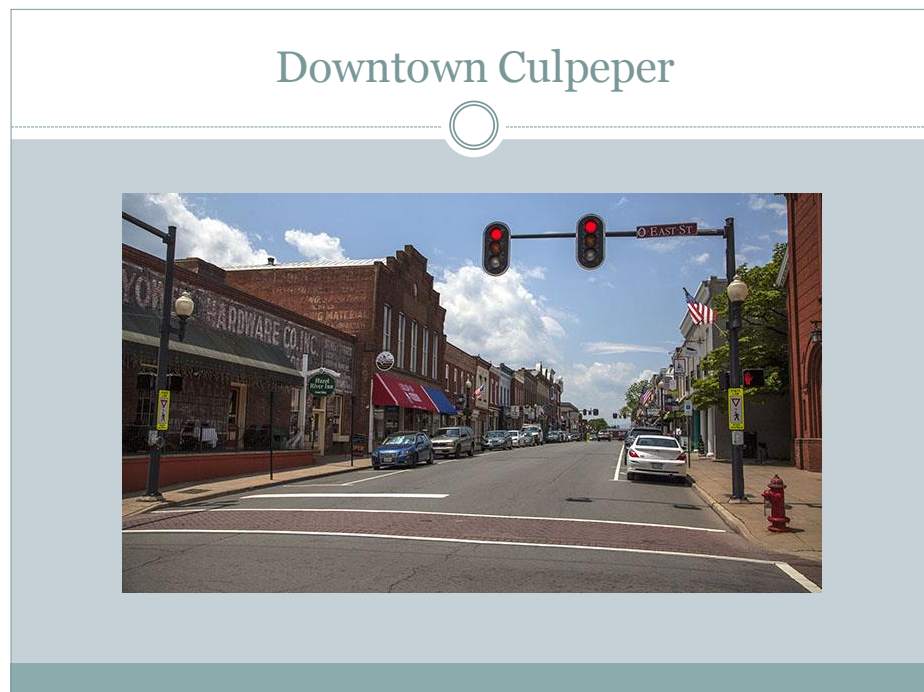


Figure 6. Downtown Culpeper. By [blog.virginia.org](http://blog.virginia.org).

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